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SWOT Analysis for Eastbay

Strengths:

- **Recognized Brand name**
- **High exposure due to a surplus of sponsorships.**
- **High School and college students in sports use Eastbay more than other brands in Wisconsin.**
- **Carries products from many different sports.**
- **An outlet store is in use**
- **Athlete Resource Center which gives tips and info from other athletes**
- **Provides casual clothes and fan gear**

Weaknesses

- **Busy homepage distracts customers**
- **No customizable gear**
- **Limited colors and team apparel**
- **Sort settings default when page changes**
- **Website doesn't fill the screen with too many ads**

Opportunities:

- **There are many current job openings at Eastbay which shows that there is a growing job organization**
- **Many retail businesses are going out of business, causing lower competition on Eastbay**
- **Local headquarters are in Wisconsin, which encourages customers that it is a local business that should be supported**

Threats:

- **Because most of Eastbay's products are various name brands, they can be bought for similar prices at other stores**
- **The depression makes customers more concerned about money and less willing to spend money**