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Local Business Situational Analysis and SWOT Analysis Eastbay

The target market for Eastbay would be younger people that are in need of quality athletics apparel and equipment. The age would be from fifteen to thirty for both males and females. The majority of the target market would not be married or have a large family because of their young age because the company targets high school and collegiate athletes. The education for the target market would be high school students and graduates and college students and graduates. The geographical location would be people from the Midwest, but most people would purchase products in Wisconsin. People that need athletic equipment and apparel for on-the-job activities would purchase products for their occupation. The target market's financial status would be more toward the middle class people with some in the lower class and upper class.

The company began in 1980 when Richard Gering and Art Juedes decided to set up a shoe selling company with about \$7000 worth of running shoes, they took to the road a set up shoe clinics near Wausau, WI. At each stop the educated attendees with the benefits of their shoes provided price lists. They sell sports equipment for football, basketball, soccer, baseball, and many other sports. They sell fan gear, casual clothing, shoes, and training accessories to the target market. They also have an outlet with many store locations.

The target market has many demands when it comes to sporting goods products. People want a fair price for the highest quality goods. People want durable, comfortable shoes that are lightweight. Different types of clothing are used in different situations from working out to

competitive sporting events. There are always new products, designs, and accessories coming out in the highly congested sports apparel market.

Motives of the customers would be the target market that is located in the Midwest, particularly in Wisconsin. People get a good selection while supporting a local business. Eastbay gives out several sales promotions with in store discounts being one of the more attractive options for buyers to purchase products. There is friendly customer service at just about every location and over the phone. All employees are helpful in aiding a buyer to find the correct product for each individual.

Competitors would be local businesses and national businesses. Some businesses would include Dick's Sporting Goods, Dunham's Sports, Nike, Adidas, Under Armour, and Puma. Eastbay is not a leader, but it has a good reputation for quality products at a reasonable price. They hold products from the leaders like Nike and Adidas, and Eastbay doesn't sell nationally.

There is a global market for sports apparel and equipment, but Eastbay isn't a global company. The website needs improvement, but this is their best method of distribution. The brand of Eastbay needs to be recognized at least nationally to improve their global position.