

SECTION 3. INFORMATION SYSTEMS AND BUSINESS MANAGEMENT MROCHKO

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SWOT ANALYSIS OF OLYMP FITNESS CLUB

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Abstract

This study presents a SWOT analysis of the Olymp fitness club, examining its strategic positioning, internal capabilities and external opportunities. SWOT analysis in this study is used to evaluate internal strengths and weaknesses and identify external opportunities and threats in the sports business in Riga. The Olymp fitness club prides itself on high-quality equipment, a wide range of products and opportunities in the gym, as well as an individual approach, offering pensioners and disabled people other conditions for staying in the gym. However, problems were identified with the growth of competitive new gyms, rising utility prices and a lack of new customers. SWOT analysis opens up opportunities to increase competitiveness and visibility in social networks. As a result of study shows, Olymp fitness club can develop effective strategies to capitalize on strengths, overcome weaknesses, and wisely take advantage of opportunities while avoiding potential threats in the sport market in Riga.

Key words: *SWOT analysis, strategic management, fitness, sport nutrition, customers.*

1. Introduction

This study uses a comprehensive SWOT analysis to understand circumstances, forces, events and issues that shape organization's competitive situation. Known for its long-term commitment and personalized customer service, Olymp fitness club has carved a niche in the fitness market for more than two decades. However, against the backdrop of a dynamically developing sports industry represented by gym chains, the

company faces many challenges and opportunities that require careful study. This study is analysis of Olymp's strategic position through the prism of SWOT analysis. By carefully examining the company's internal strengths and weaknesses, as well as external opportunities and threats, this study aims to identify how Olymp can improve its competitiveness and take advantage in the sports market in Riga. Through this analysis, Olymp can find ways to develop and innovate, thereby strengthening its competitiveness in the market. This study is based on an analysis of the company's internal documents.

2. Theoretical aspects of SWOT

SWOT is a widely used tool for conducting a situation analysis. The goal of SWOT analysis is to match the company's strengths to attractive opportunities in the environment while eliminating or overcoming the weaknesses and minimizing the threats [1].

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| <p style="text-align: center;">Strengths</p> <p style="text-align: center;">Internal capabilities that may help a company reach its objectives</p> | <p style="text-align: center;">Weaknesses</p> <p style="text-align: center;">Internal limitations that may interfere with a company's ability to achieve its objectives</p> |
| SWOT | |
| <p style="text-align: center;">Opportunities</p> <p style="text-align: center;">External factors that the company may be able to exploit to its advantage</p> | <p style="text-align: center;">Threats</p> <p style="text-align: center;">Current and emerging external factors that may challenge the company's performance</p> |

Figure 1. SWOT analysis [1, p. 80]

Formulating strategy begins with understanding the circumstances, forces, events and issues that shapes organization's competitive situation, and influences company's ability to compete [2, p. 248].

In practice, SWOT analysis is applied to link the results of the analysis of the internal and external environment in order to choose the appropriate strategy Strengths and weaknesses characterise the internal environment of the company, which the company itself creates. Opportunities and threats are related to the external environment [3, p. 41]. In a SWOT analysis, taking into account the objective and assessing the environment as well as the resources, a company needs to identify its core competencies (competence – expertise, knowledge, understanding of a field, issue, set of issues), its competitive advantages and its main or baseline capabilities. The key to SWOT analysis is to see the opportunities in the external

environment, as they show possible directions for strategic development, provided of course that the company has the relevant strengths which, if put to use, it can exploit.

3. SWOT analysis of OLYMP

Strengths

- The location of the gym – Fitness Club Olymp is easily accessible for people both by personal vehicles and by public transport, which allows a large number of people to get to Olymp without difficulty.

- Variety of sports nutrition products – the company offers a large selection of healthy sports nutrition and snacks, as well as drinks and ancillary products to improve performance during training for athletes.

- Possibility to take food with you using self-pickup.

- Size and number of exercise equipment – the Olymp fitness club has two floors with an impressive number of sports equipment for strength and cardio training, which allows clients to choose what type of training is preferable for them.

- Pricing – Olymp has a system of discounts for regular customers, which after a year is 20% of the subscription amount, children's subscriptions for young customers under the age of sixteen inclusive, there is a 50% discount, for the disabled and pensioners the price is initially calculated with a 20 t %.

- Social Media Marketing and Promotion – the company relies on satisfied customers to spread positive messages, using personal recommendations as a key factor in brand awareness and customer acquisition.

Weaknesses

- One type of subscription for women – the territory of the fitness club is two floors and has 2 locker rooms on the second floor for female and male clients, on the first floor there is only a locker room for male clients, and therefore Olympus offers men two types of subscriptions, visits exclusively for two floors or visits exclusively to the first floor, the latter has a monthly price of 10 euros less. Women do not have such a choice, which is why they sometimes have to face conflict situations.

- Lack of group training – at the Olympus fitness club, individual training with fitness trainers is preferred, but this type of training is not suitable for everyone. Due to the lack of a trainer who can conduct group training, we are losing clients.

Opportunities

- Expansion of space – at the location of the building where the Olymp fitness club is located, there is the possibility of access to the inner part of the courtyard, where light training can take place in the summer.
- Organizing sports marathons – organizing a weight loss marathon for gym clients who want to take part, having a system of prizes for clients who take prizes will help not only motivate clients, but also attract new ones through the dissemination of information on social networks.
- Organization of group training – clients who are just beginning to study the topic of fitness would come to group training to familiarize themselves and increase endurance, which would be sorted according to the physical capabilities of each client.

Threats

- Competition – over the past few years, the Olymp fitness club has faced a large number of competitors due to the fact that a large number of chain gyms have opened and their winning concept is that by purchasing a subscription to one gym, customer can visit all the others from the same network.
- Olymp has only one hall and training is possible only in one place.
- Forced increase in prices – due to an unstable market and an increase in stock prices in our country, the increase in payment for heating, electricity and utility bills is growing, for which reason management is forced to raise prices for services provided in the gym. As a result, Olymp may be faced with the fact that a certain part of its clients will be forced to leave the fitness room.

After carrying out a SWOT analysis and examining the factors, Olymp Fitness Club can make strategic decisions to improve its competitiveness in a complex and changing external environment.

4. Conclusions

In conclusion, after a complete analysis of the Olymp enterprise, having considered all strategic actions, we can conclude that the Olymp sport club occupies a competitive place among many new sports institutions.

In conclusion, after a complete analysis of the Olimp sport club, taking into account all the strategic actions, it can be concluded that the Olimp sport club occupies a competitive position among the many new sports facilities.

Compared to other fitness clubs, it is also important to note the spacious premises of Olymp and the variety of expensive exercise equipment. These strengths help the club maintain profitability and recognition among clients

and coaches. However, the company is faced with the problem of a lack of group classes, which reduces the number of willing and potential clients due to the fact that they prefer other fitness clubs. However, taking into account all the winning positions and recognition of the hall, Olymp remains visited and uses all auxiliary opportunities to attract and retain its client base.

It should be noted that due to the price hikes from suppliers and utility bills, price hikes within the company itself, after analysis and possible difficulties, a smooth introduction of new prices for products sold in the fitness club area and subscription prices for customers will be carried out.

The analysis showed specific strengths and weaknesses, as well as what Olymp could face if new opportunities are not gradually introduced within the sports club.

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