

SWOT Analysis + Strategic Insights

Strengths:

- DICK's Sporting Goods is a mega sporting retailer, offering many types of sports gear and supplies. They sell supplies for more niche sports as well, like figure skating, that aren't sold in more popular places like Target.
 - This results in a wider reach into a more specific segment of their customers. This appeals to more sports fans and more families.
- They already keep fan gear in stock for once less popular sports and sporting leagues, but are gaining traction, like the PWHL and Unrivaled.
 - This shows that they're a leader in the sports retailer industry, and an original supporter. They're authentic supporters who did not just hop on the bandwagon or current rising trend in women's sports.
- Strong brand recognition for sporting goods retailer compared to other businesses like Big Five
 - Families with kids, active people in general, and sports fans alike will have DICK's Sporting Goods top of mind for anything sports gear related.

Weaknesses:

- DICK's has weak brand recognition as a secondary shoe retailer
 - When people think of DICK's Sporting Goods, they tend to think of them for sporting goods needs, but not like a Foot Locker. In fact, a lot of people don't even know that Foot Locker is owned by them. However, regardless of that fact, DICK's themselves does sell shoes, and there's a lack of awareness of that.
- There is a lack of relevance with the younger generation, especially those who aren't athletes.
 - DICK's has strong brand recognition with families with kids, but not Gen Z. When Gen Z non-athletes are in the market for shoes or lifestyle products, they do not think of DICK's.
- They are not as well known as a brand as a whole, rather than a storefront.
 - People think of DICK's Sporting Goods just as a store. When they need sporting goods, they'll think of going to DICK's. But outside of providing material value, people don't think of the brand. They do not have a strong advertising voice nor are they known for any social causes or initiatives they're part of.
- DICK's is pigeonholed into the identity of a "sporting goods" retailer

	○ There's no push to grow past being a sporting goods retailer; that's all they're known for. There's a lack of brand relevance when it comes to more casual lifestyle goods like water bottles.
Opportunities: ● The rise of interest in niche sports due to viral cultural moments is an opportunity DICK's can capitalize on. ○ Team USA figure skater Alysa Liu's routine to "Stateside" by Pink Pantheress and Zara Larsson at the Olympic Figure Skating Exhibition Gala, and the mega popularity of Canadian TV show "Heated Rivalry" which is about two closeted queer professional hockey players, have caused a spike in figure skating and ice hockey interests ○ DICK's Sporting Goods is one of the few, if not the only, retailer that sells figure skating and ice hockey equipment for non-professionals. ● Many major sporting events will be hosted by the US in upcoming years, such as the FIFA World Cup this summer in LA, and the Summer Olympics in 2028 also in LA. ○ There are opportunities to capitalize on these mega sporting events and increase brand awareness through sponsorships and advertisements, especially with athletes that sell their shoes through Foot Locker.	Threats: ● E-commerce retail giants like Amazon sell practically everything. ○ With the convenience of Amazon, such as their expansive catalogue and fast shipping with Prime, it is the first place people turn toward when they need to buy something. What's going to encourage people to order from a slower shipping site, or physically leave their house to browse at their nearest DICK's Sporting Goods? ● The economy is losing strength. ○ Americans are pulling back from spending on non-necessities. The rise in prices for everyday goods, such as gas, combined with the lack of rise of wages results in people being more cautious about what they're spending their hard earned money on. ● Certain niche sports/sporting leagues could be seen as a trend rather than a moment to stay. ○ How can DICK's position itself as a genuine supporter instead of just hopping on a trend? They do not want to be seen as performative by Gen Z.

(For easier reading with double spacing)

Strengths:

- DICK's Sporting Goods is a mega sporting retailer, offering many types of sports gear and supplies. They sell supplies for more niche sports as well, like figure skating, that aren't sold in more popular places like Target.
 - This results in a wider reach into a more specific segment of their customers.
This appeals to more sports fans and more families.
- They already keep fan gear in stock for once less popular sports and sporting leagues, but are gaining traction, like the PWHL and Unrivaled.
 - This shows that they're a leader in the sports retailer industry, and an original supporter. They're authentic supporters who did not just hop on the bandwagon or current rising trend in women's sports.
- Strong brand recognition for sporting goods retailer compared to other businesses like Big Five
 - Families with kids, active people in general, and sports fans alike will have DICK's Sporting Goods top of mind for anything sports gear related.

Weaknesses:

- DICK's has weak brand recognition as a secondary shoe retailer
 - When people think of DICK's Sporting Goods, they tend to think of them for sporting goods needs, but not like a Foot Locker. In fact, a lot of people don't even know that Foot Locker is owned by them. However, regardless of that fact, DICK's themselves does sell shoes, and there's a lack of awareness of that.
- There is a lack of relevance with the younger generation, especially those who aren't athletes.

- DICK's has strong brand recognition with families with kids, but not Gen Z. When Gen Z non-athletes are in the market for shoes or lifestyle products, they do not think of DICK's.
- They are not as well known as a brand as a whole, rather than a storefront.
 - People think of DICK's Sporting Goods just as a store. When they need sporting goods, they'll think of going to DICK's. But outside of providing material value, people don't think of the brand. They do not have a strong advertising voice nor are they known for any social causes or initiatives they're part of.
- DICK's is pigeonholed into the identity of a "sporting goods" retailer
 - There's no push to grow past being a sporting goods retailer; that's all they're known for. There's a lack of brand relevance when it comes to more casual lifestyle goods like water bottles.

Opportunities:

- The rise of interest in niche sports due to viral cultural moments is an opportunity DICK's can capitalize on.
 - Team USA figure skater Alysa Liu's routine to "Stateside" by Pink Pantheress and Zara Larsson at the Olympic Figure Skating Exhibition Gala, and the mega popularity of Canadian TV show "Heated Rivalry" which is about two closeted queer professional hockey players, have caused a spike in figure skating and ice hockey interests
 - DICK's Sporting Goods is one of the few, if not the only, retailer that sells figure skating and ice hockey equipment for non-professionals.
- Many major sporting events will be hosted by the US in upcoming years, such as the FIFA World Cup this summer in LA, and the Summer Olympics in 2028 also in LA.

- There are opportunities to capitalize on these mega sporting events and increase brand awareness through sponsorships and advertisements, especially with athletes that sell their shoes through Foot Locker.

Threats:

- E-commerce retail giants like Amazon sell practically everything.
 - With the convenience of Amazon, such as their expansive catalogue and fast shipping with Prime, it is the first place people turn toward when they need to buy something. What's going to encourage people to order from a slower shipping site, or physically leave their house to browse at their nearest DICK's Sporting Goods?
- The economy is losing strength.
 - Americans are pulling back from spending on non-necessities. The rise in prices for everyday goods, such as gas, combined with the lack of rise of wages results in people being more cautious about what they're spending their hard earned money on.
- Certain niche sports/sporting leagues could be seen as a trend rather than a moment to stay.
 - How can DICK's position itself as a genuine supporter instead of just hopping on a trend? They do not want to be seen as performative by Gen Z.

Strategic Insights:

1. Brick-and-mortar storefronts have stronger brand recognition than the brand itself as a whole
 - Strategic Initiative: Sponsor more sporting events and teams, like how they did with Team USA for the Winter Olympics. They can even look into sponsoring specific athletes like AirBnB. This allows DICK's Sporting Goods to get their

name out there in a way that is non-related to product. By sponsoring more events and teams, this directly addresses a weakness identified in the SWOT analysis. This is the right approach because it addresses a weakness in a way that is still authentic and makes sense for the company. Market the sponsorship through video advertising, like a documentary following the team or specific athletes, and splice those clips for social media marketing purposes.

- Success metrics for this initiative would include clicks from advertisements and searches for specific sports on their websites after the campaign runs. In addition, social media accounts engagement like follower count and comments would be part of the KPIs tracked. Lastly, DICK's Sporting Goods can perform reports tracking the brand's name in social media posts and see if the mentions are positive or negative.

2. Current audience is too narrow, lacking Gen Z engagement outside of sports fans

- Strategic Initiative: Tap into more pop culture moments, like music festivals and street fashion spaces, to attract the younger generation and those who aren't into sports. Expand identity to include lifestyle. Do not abandon the sporting goods segment altogether, but expand advertising and marketing to include lifestyle products for the common person and not just the athlete.
- Similar to the Foot Locker Sneaker Truck, continue activations like these to meet the targeted audience of Gen Z where they are. Show up to concerts, festivals, and major sporting events like All Star Games to continue putting the DICK's name out there. This addresses both a weakness and an opportunity identified in the SWOT analysis.
- Success metrics for this initiative would be more tangible. DICK's can track sales and revenue from products sold from activations like the Foot Locker Sneaker Truck, as well as track positivity levels and amount of mentions across social

media platforms. In addition, if they include other call-to-actions aside from sales, like a QR code for their social platforms or website, they can track engagement there directly during or after a major event.

3. Women's sports is not a trend.

- Strategic Initiative: Position brand as an original, avid supporter of women's sporting leagues like the WNBA and PWHL. This can be done by utilizing already existing youth sporting initiatives to show continued support in girls and women sports. A suggestion would be to partner with specific celebrities who are gaining major traction in the media, and it would be a bonus if they're also in niche sports. A perfect example would be Hilary Knight, ice hockey captain of the Seattle Torrent and Team USA in the past Winter Olympics.
- Gen Z can sniff performative brands from a mile away, so DICK's must navigate carefully. This can be accounted for when planning a partnership campaign, by including mentions of the already established sports initiatives and programs by DICK's.
- Success metrics for this initiative would include product sales from whichever athlete they partner with. Using the Hilary Knight example, they can track sales of her jersey and cards, as well as her teammates and leaguemates in the PWHL. They can also track the sign-up numbers for their girls sports programs. Lastly, social media tracking still applies here, such as sentiment analysis.