



## **MANATEE COUNTY YMCA BRADENTON BRANCH SWOT ANALYSIS**

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Executive Director

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This SWOT Analysis can be used as one of the tools used in order to strengthen the Manatee County YMCA within the community. A SWOT Analysis is used quite frequently as an evaluation method to gain advantage in the marketplace. It looks at Internal Structures - Strengths/Weaknesses and External Structures - Opportunities/Threats. Corporate applications use this method in addition to the non-profit sector. This method of analyzation is used in planning, setting objectives and analysis of existing strategies. It aids in the preparation, monitoring or mapping layout of the company and its future. This method is used to explore new possibilities or solutions and determine if or where change is needed for success.

### **STRENGTHS**

- Brand Name, Brand Recognition
- Longevity of Company
- Community Involvement - Family & Relationship Building
- Youth Focus
- Healthy Living
- Social Responsibility
- Sports - Aquatics - Childcare - Teens -Arts
- Personal Fitness - 12 Weeks Program - Monitored Member Program - etc.
- New High School
- Various Branches Available to Members
- Reciprocal Programs
- Financial Assistance Available - Scholarships

### **WEAKNESSES**

- Member Retention - Losing Members
- Poor Customer Service
- Inaccurate Website
- Instructors Don't Show Up
- Incorrect Online Waiver
- Event Calendar Isn't Up To Date
- Misspellings
- No Marketing for Teen Nite, Birthday Parties, Parents Morning Out
- Internet and Schools are not utilized
- Membership Specials Not Marketed
- Fitness Center - Not Welcoming to New Members
- Poor Football Organization

## **OPPORTUNITIES**

- Social Media
- Digital Marketing
- Corporate Challenge Programs
- School Festivals - City/County Festivals
- Market TRX
- Market ZUMBA & Kids ZUMBA
- Member Retention Can Be Turned Around If Customer Service Issues Are Addressed
- Empower YMCA Staff
  - Front Desk/Fitness Center/Kid Zone, etc.
  - Get To Know Members Personally

## **THREATS**

- Other Fitness Centers - Bigger Gyms - More Equipment - More Classes
- Parks & Rec
- Childcare Centers
- No Marketing = No Campaign Funds
- Other Camps