

SWOT ANALYSIS DIAGRAM



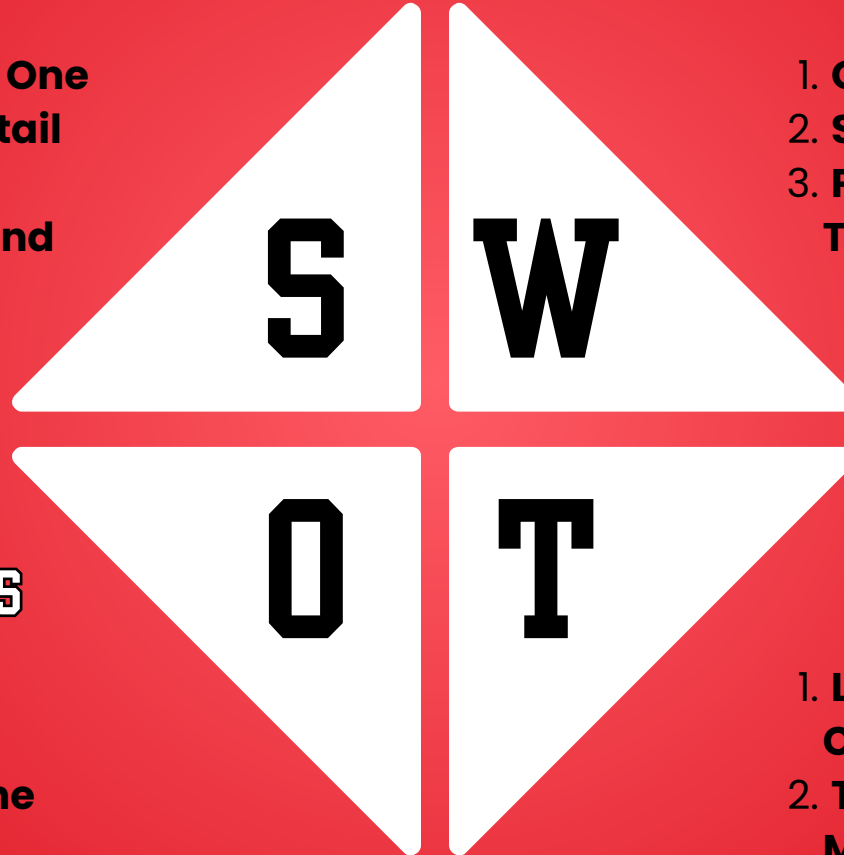
STRENGTHS

1. **DICK'S is Number One**
2. **Enhancing the Retail Experience**
3. **Talking the Talk and Walking the Walk**



OPPORTUNITIES

1. **The Health and Wellness Era**
2. **Stepping Up on the Global Stage**
3. **From Athlete to Influencer and Beyond**



WEAKNESSES



1. **Outdated Brand**
2. **Sharing the Spotlight**
3. **Prioritizing Multiple Target Audiences**

THREATS



1. **Lingering Effects of COVID-19**
2. **The Rise of Social Media E-Commerce**
3. **Navigating Hard Times**