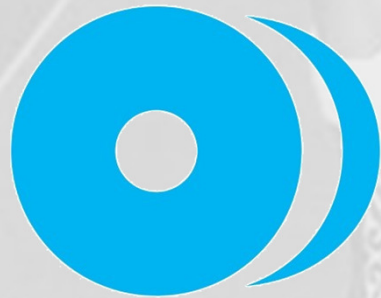


# International Weightlifting Federation

SWOT Analysis

March 2016



# IWF

INTERNATIONAL  
WEIGHTLIFTING  
FEDERATION



# Agenda

- I. IWF SWOT analysis
- II. Internal Attributes (Strengths & Weaknesses)
- III. External Attributes (Threats & Opportunities)
- IV. Strategic Intent of the IWF

# Agenda

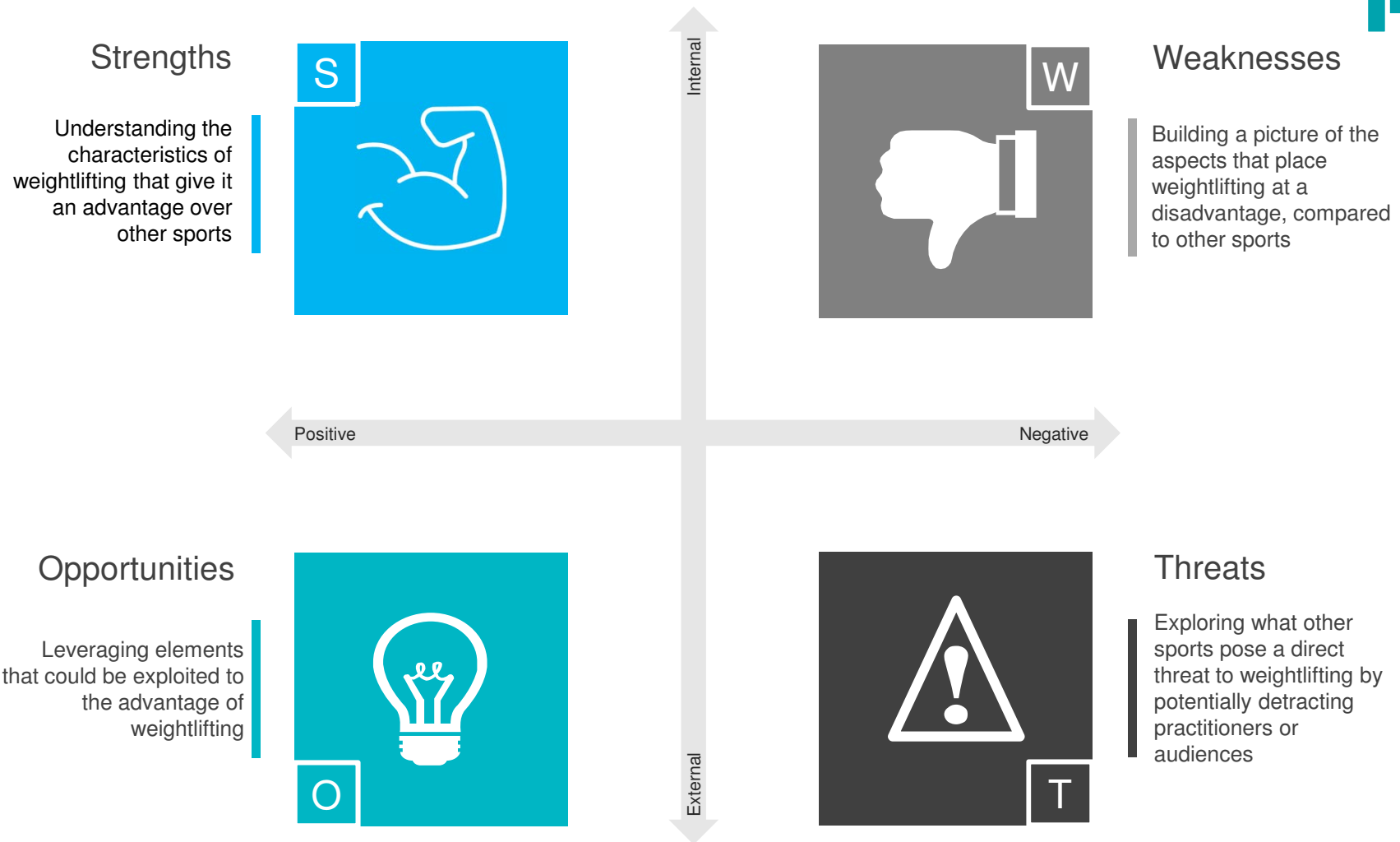
## I. IWF SWOT analysis

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The SWOT analysis (Strengths, Weaknesses, Opportunities and Threats) represents the first step in defining a go-to-market strategy, since it provides an overview of its capabilities and future potential



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I. IWF SWOT analysis

**II. Internal Attributes (Strengths & Weaknesses)**

III. External Attributes (Threats & Opportunities)

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Weightlifting is an easy to access, core Olympic Sport – nevertheless, it's also perceived as too traditional, missing on the “cool”-factor that has enabled the development and increase in popularity of other Olympic disciplines



### Strengths

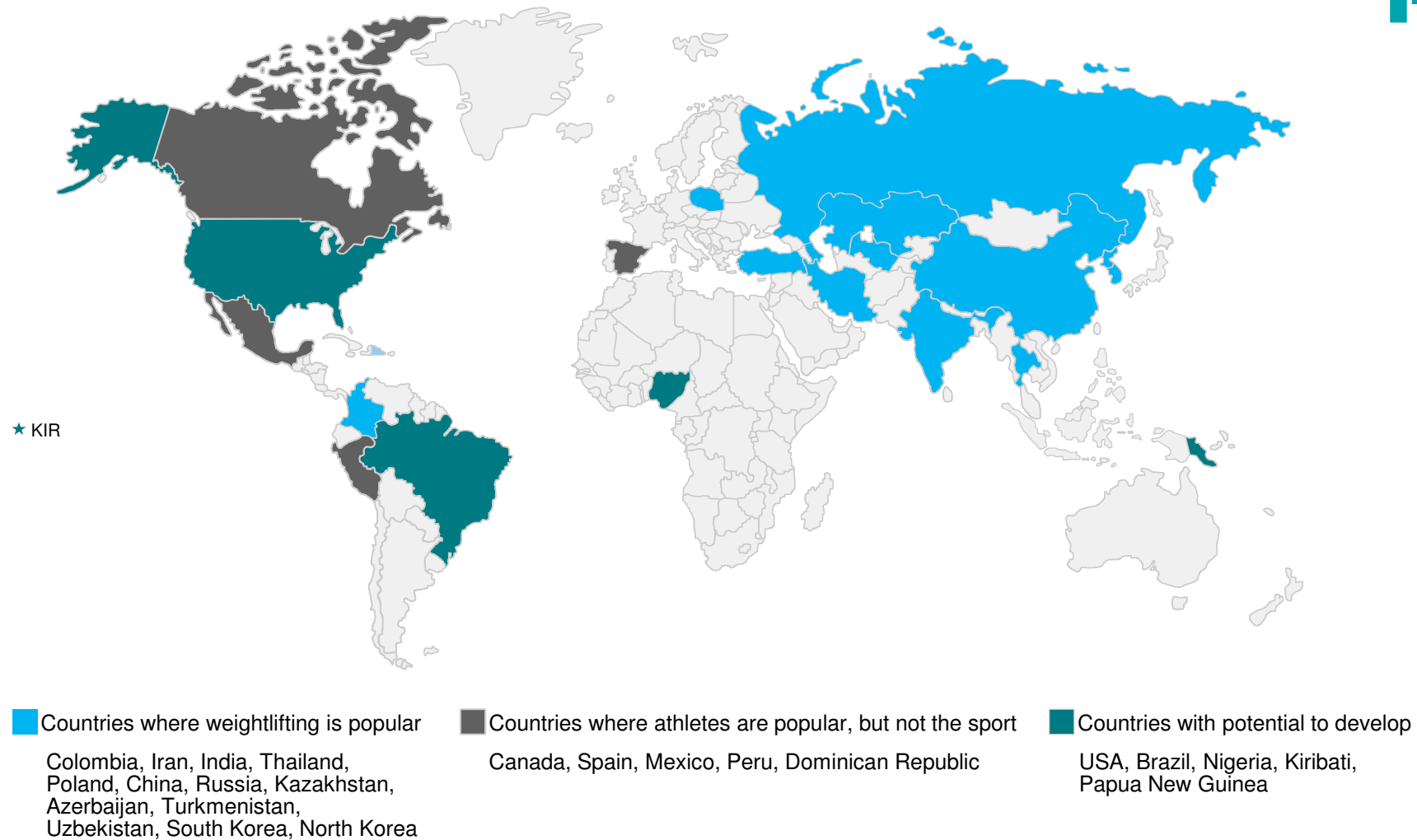
- ▶ Core Olympic Sport
- ▶ Global presence on five continents
- ▶ One of the basic sports for strength conditioning
- ▶ Promoting gender equity
- ▶ Easy to access (requiring relatively inexpensive equipment and training)
- ▶ Easy to understand and follow / rules



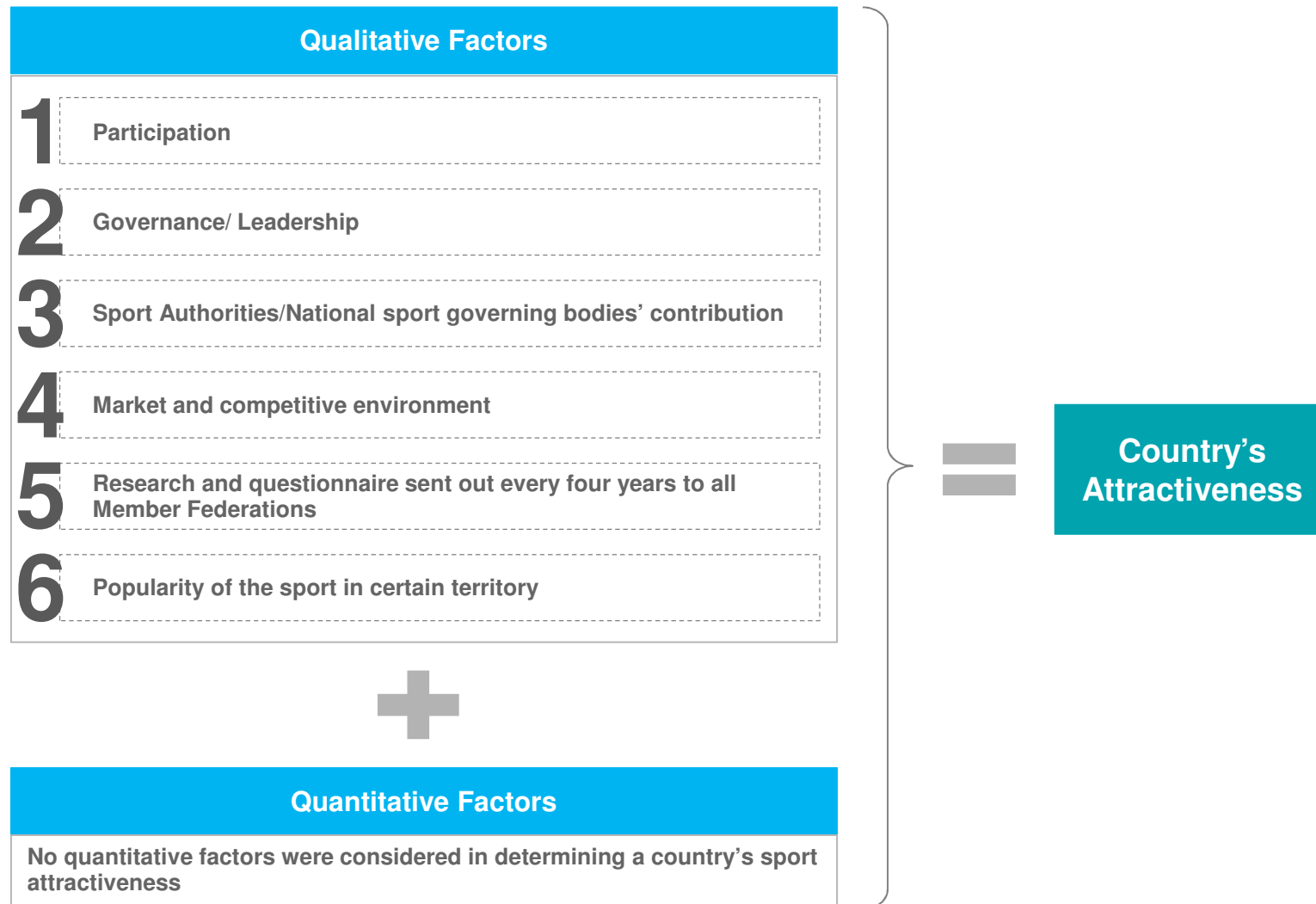
### Weaknesses

- ▶ Low TV exposure
- ▶ Having a “conservative” and “old fashioned” image
- ▶ Sensitive to doping
- ▶ Lacking true global sponsorship
- ▶ Missing the „cool” factor / appealing to youngsters
- ▶ Lacking a global brand (compared to other Olympic sports)

Even though the sport has a global presence, only a handful of countries contribute to its popularity, while others are considered to have a high potential to develop



The allocation of territories in clusters represents the basis on which the IWF focuses its efforts, however the criteria used for the classification are mainly qualitative

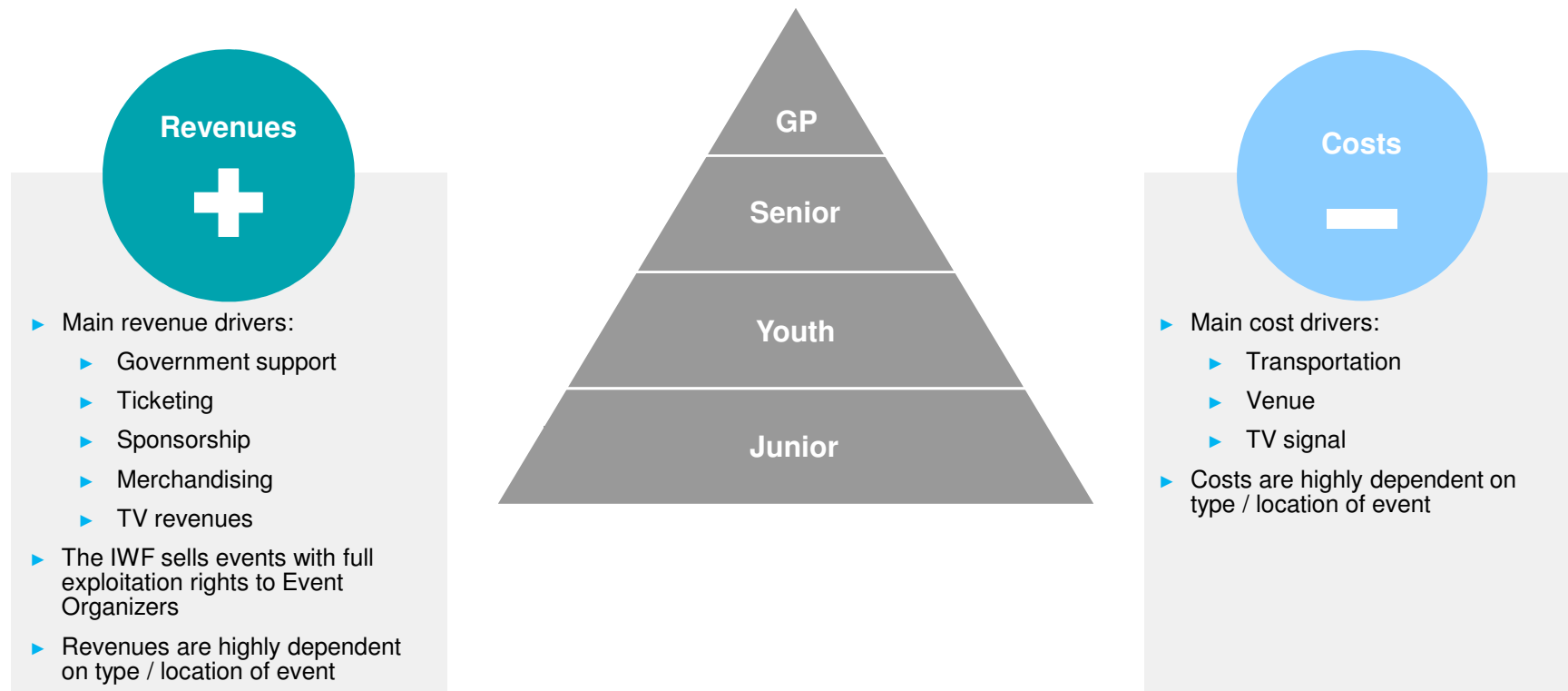




In addition to the clustering of territories, the IWF has also defined the types of weightlifting events taking place worldwide

## Main types of Competitive Events and associated Revenue and Cost sources

### Types of IWF Events





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One of the greatest assets of the IWF lays in its global reach and already strong presence in CIS, North American and Chinese markets



### Opportunities

- ▶ Easy to include new events or disciplines to the sport
- ▶ Potential to capitalize from Weightlifting stars' status
- ▶ Potential to organize more Grand Prix events
- ▶ Chance to capitalize from presence in key markets (CHN, RUS, TUR etc.)
- ▶ Leverage on Crossfit athletes switching to weightlifting

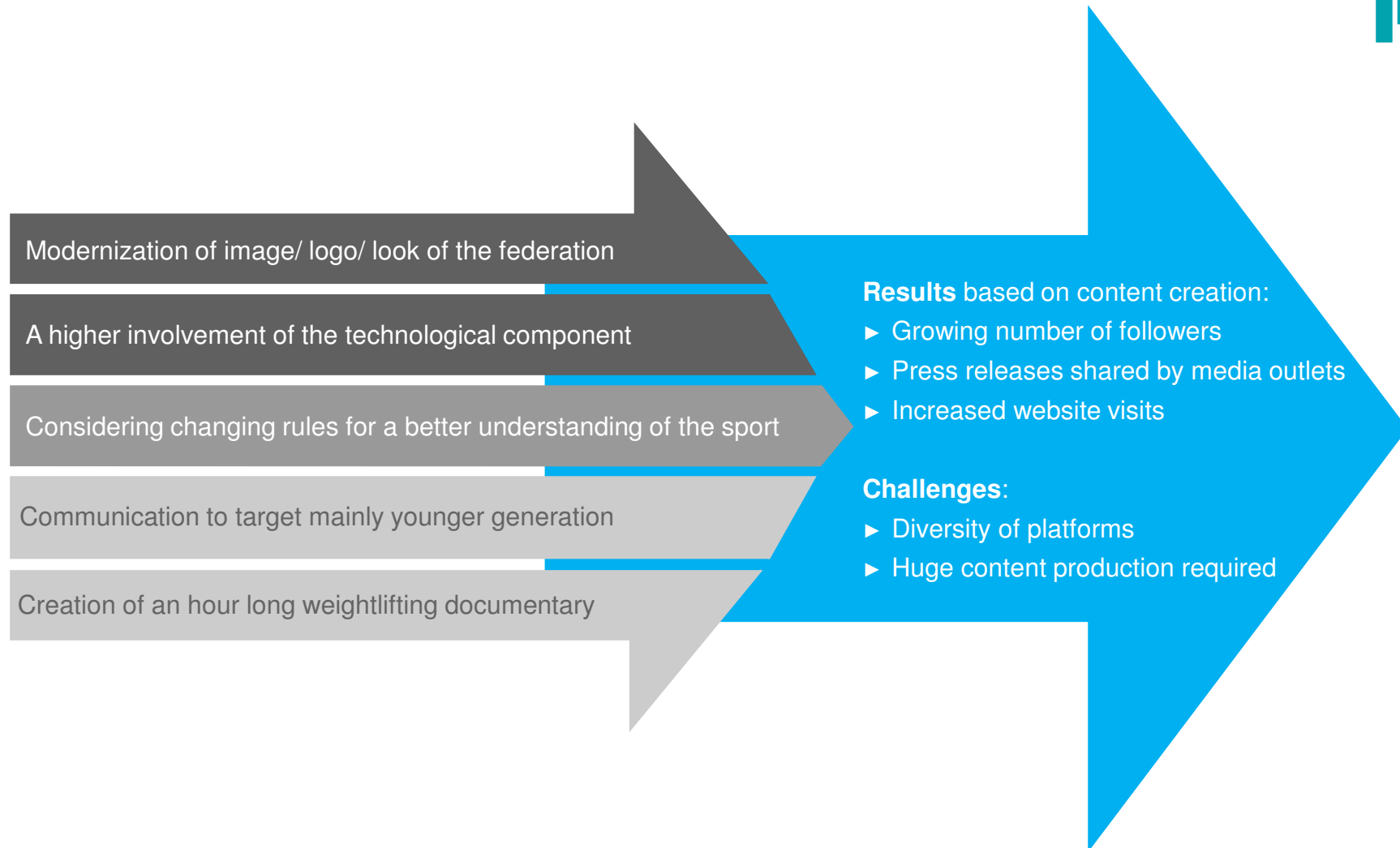


### Threats

- ▶ The constant uncertainty regarding low incomes / marketing revenues
- ▶ The continuous evaluation of the sport's Olympic status and the possibility of losing said status and revenue stream

In order to further develop the sport, increase its visibility and attractiveness, the Federation is working to attract new athletes and promote the sport to the young generation

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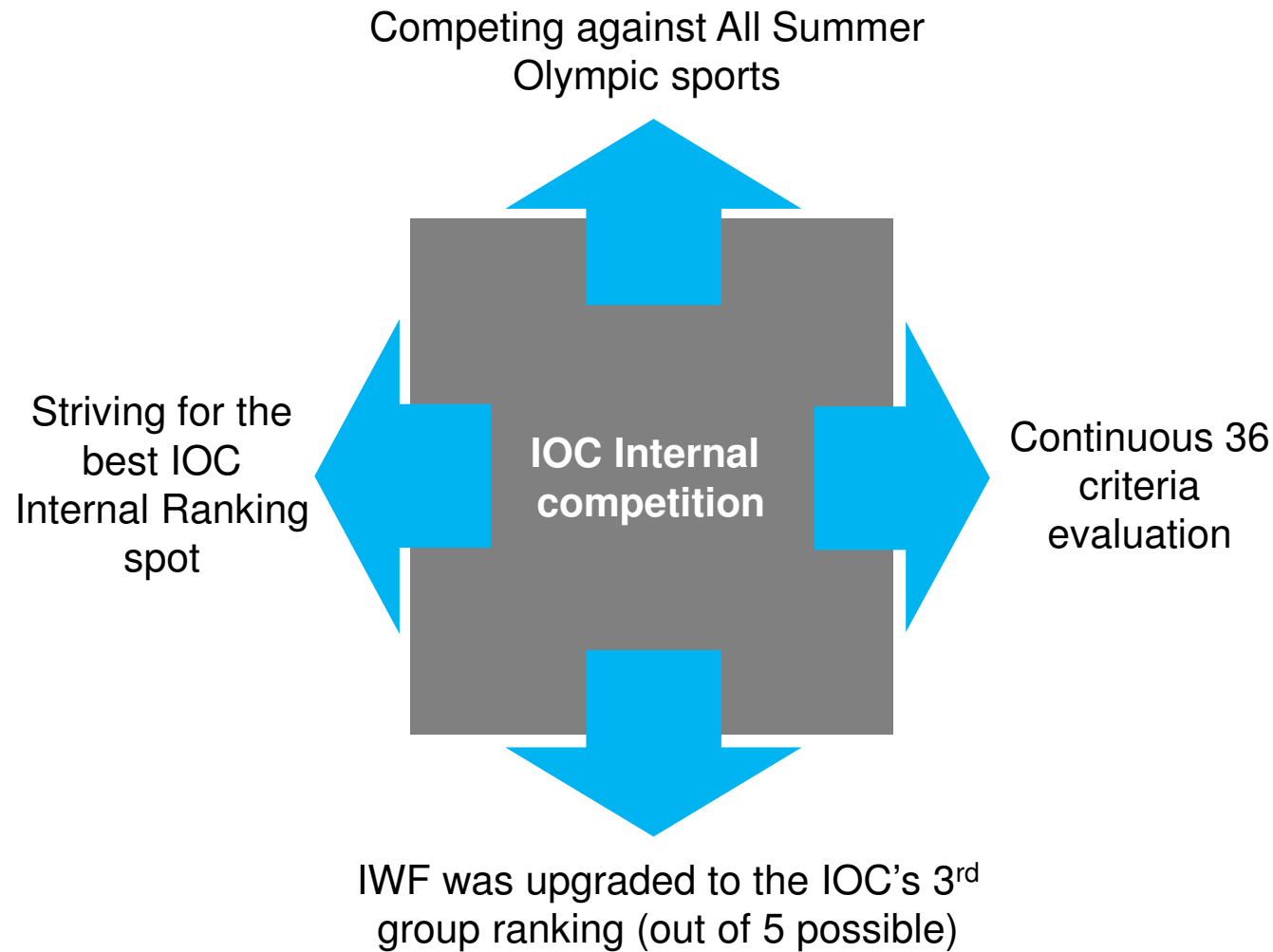


In its endeavor, the IWF's main assets are the athletes, partners, supporting associations and the stars of the sport



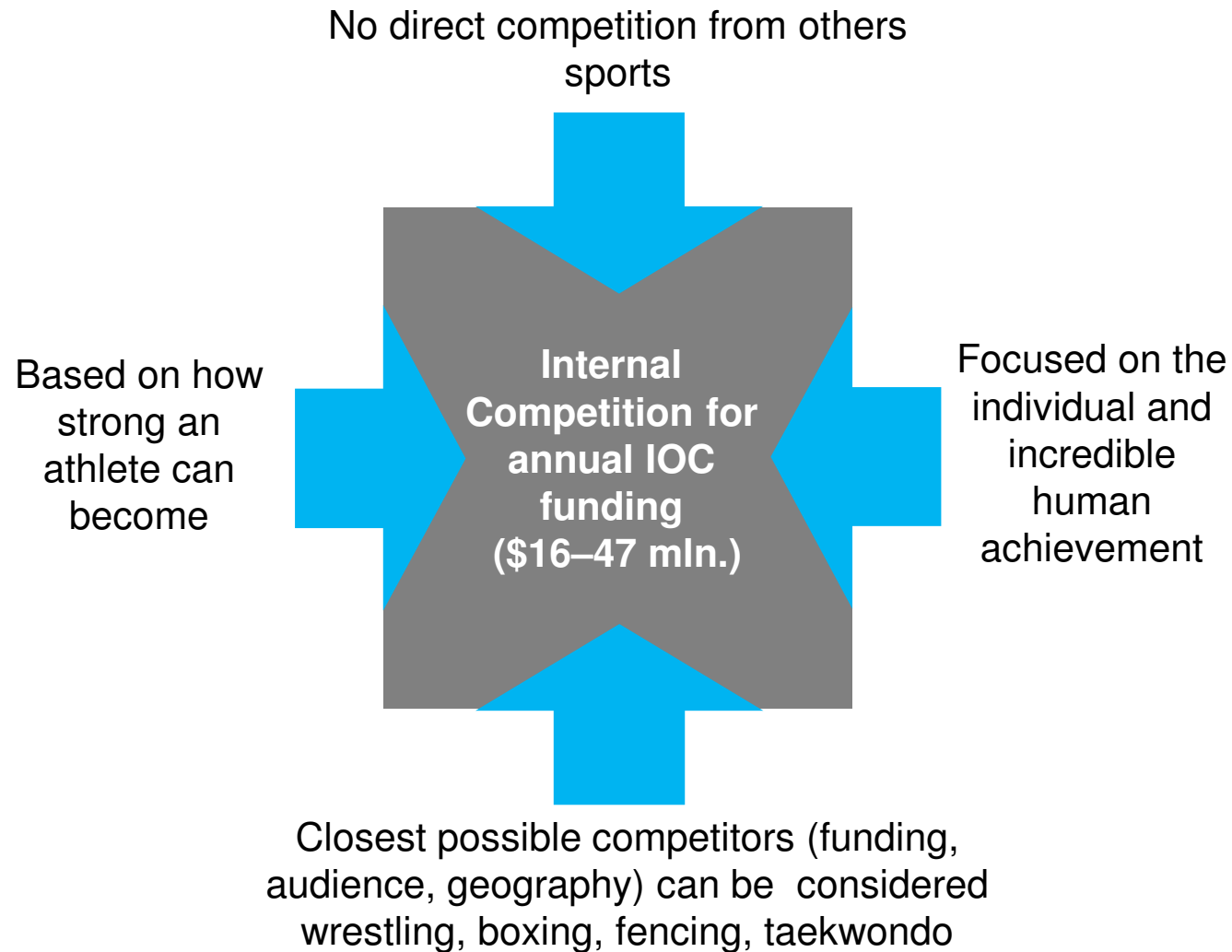
The only competition with other sports relates to achieving a better IOC internal status and no direct inter-sport rivalries

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With no direct threats from other sports, the IWF is purely focused on the athletes' individual strive for perfection

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# Finally, all strategic objectives are connected in the IWF's effort to secure strategic funding

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