

DSG SWOT

Strengths

- **Accessibility**
 - In addition to their online storefront, Dick's Sporting Goods is highly accessible for American consumers, with them having over 850 store locations across 47 states. This allows consumers to easily choose Dick's over other major competitors when needing to shop in person.
- **Continued Success and Popularity**
 - Despite being founded in 1948, the company is still highly successful to this day, with it being named one of Time's Most Influential Companies in 2025. Their sales have only grown as well, as Q4 of 2024 delivered their largest sales quarter ever.
- **Diverse Product Offerings**
 - Dick's has a wide range of products, from sports gear to athleisure/fashion, they cater to consumers of all ages and lifestyles. They also carry top of the line/popular brands such as Nike, Adidas, Hoka, Owala, and Yeti.

Weaknesses

- **Lackluster Social Media Presence**
 - The brand has low engagement on both Instagram and TikTok, with TikTok being the weaker of the two. Despite having 489K followers on TikTok their recent posts are struggling to make it over 6,000 views. There is very little difference in their posts between the two platforms, which prevents them from using each platform's algorithm to the fullest.

- **High Operating Costs**

- While 850 store locations is beneficial for the brand's accessibility, it also leads to lower profit margins due to the employee costs and high rent of their large locations. This is especially detrimental to them as online retailers are growing every day. Additionally, events like the COVID-19 pandemic proved how quickly brick-and-mortar businesses can crumble.

Opportunities

- **Capitalize on Culture**

- With Dick's Sporting Goods being such a well known brand, they have the ability to include themselves in mainstream pop culture. They have already made strides with campaigns featuring popular athletes like Simone Biles, but there has yet to be a campaign that has made serious waves in the cultural consciousness.

- **Women's Sports**

- Women's sports are more popular than ever, with FIFA reporting over 3.2 billion of their digital and social content for the 2023 Women's World Cup. Female athletes like Ilona Maher, Simone Biles, and Alyssa Liu have become celebrities and cultural icons. In addition to female led sports, many women are becoming fans of sports as well. With stars like Taylor Swift attending NFL games, there has been a significant growth in female viewership in the NFL. The Kansas City Chief's fan base was once split 50/50 between men and women, but is now made up of 57% percent women since Taylor Swift began dating Travis Kelce.

Threats

- **Tariffs and Economic Policies**

- Due to the store outsourcing their products from multiple brands across the world, potential economic policies and supply chain issues may cause them to have to raise prices for the consumers.
- **Online Retailers**
 - While DSG has an established online storefront, many consumers may turn to other competitors for their purchases. According to Forbes, 34% of shoppers choose to shop online once a week. DSG could face threats from online giants, like Amazon, due to their vast product lineup and shipping convenience. Even TikTok Shop could eventually become a major competitor, despite the platform being fairly new.

Strategic Insights:

1. **Social Media Takeovers:** With their social media presence lacking, they have the opportunity to grow it during major sporting events and cultural moments. With many athletes becoming household names and influencers, they could have athletes take over their account during major games, or even show their training leading up to the game. Fans love getting a glimpse into their favorite athlete's daily lives, which allows the content to be very simple and easy to produce, while still entertaining audiences. With the 2028 Olympics taking place in Los Angeles, all eyes will be on the US. They could partner with an American athlete to show their journey to the Olympics, or even glimpses inside the Olympic village. They could even do collaborative posts on Instagram with the athlete, so that the athlete's audience immediately gets directly to the Dick's Sporting

Goods social media account. They could do this for any major event, especially if they source up and coming athletes to cut down on costs. The KPIs for this would be social media metrics and increased website traffic.

2. **Dick's Sporting Goods x Stanley:** One of Dick's Sporting Goods' strengths is their diverse product offering. Stanley Tumblers and Water Bottles have been incredibly popular the past few years, and the brand has developed a cult following on social media. Many people are proud collectors of limited edition Stanley Tumblers, and have lined up at stores before they opened to make sure they got their hands on one. Since DSG already carries Stanley products, they should work with the brand to create a limited edition Tumbler to be sold exclusively at Dick's Sporting Goods. A good time to launch this campaign would be around christmas since their 2025 christmas/winter collections with Target and Love Shack Fancy were top presents that year, with many of the designs selling out quickly. This would also fulfill the brand's opportunity to act on cultural moments, with many Stanley campaigns going viral. The KPIs for this would be product sales, increased store foot traffic, and increased website traffic.
3. **TikTok Shop Storefront:** Dick's Sporting Goods should open up a storefront on TikTok shop. TikTok Shop is a growing platform that allows consumers to shop simply and impulsively. When consumers are looking at videos on the app, they may see a product they like featured in a video, and with a few simple clicks of a button, they have made a purchase. Many major retailers and brands, from a variety of markets, have opened up a TikTok shop storefront, like Pacsun, Dr. Scholls, Lululemon and Victoria's Secret. With many major brands and retailers opening up on TikTok Shop, Dick's Sporting Goods is at a severe disadvantage amongst its competitors. This would not only grow DSG's online

sales, but allow the brand to be more present with Gen Z, as many of them use the app frequently. The main KPIs for this would be tracked by the amount of sales on the platform, especially in comparison to the physical stores and primary website.