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Exam-style question

SWOT analysis: Gymshark

Mark Hage

Check your answer to the question on pp. 26–27 of the magazine. This question relates to the Edexcel specification.

Sample answer

Gymshark can use SWOT analysis to look for potential external opportunities for business growth. According to Statista the global market for sportswear is likely to grow to US\$451 billion in 2028 from its 2022 value of £319 billion and as Gymshark's sales are currently less than US\$1 billion dollars the expansion possibilities are highlighted as significant.

As the biggest untapped market for Gymshark appears to be Asia, SWOT indicates that the website and office launched in Hong Kong in 2019 could be significantly expanded into mainland China. This could result in the company further increasing its turnover from £485.5 million in 2022 and tapping into the growing middle classes disposable income.

Sample examiner comment

Mark: 4/4 (An excellent response fully focused on the question)

Thorough knowledge and understanding are shown of SWOT analysis.

Application is shown through the use of appropriate context applied to the question.

Coherent and logical analysis is linked together, giving cause and effect of the positive effect of Gymshark using SWOT analysis to identify areas for business growth.

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