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Comprehensive Exam 2026: DICK'S Sporting Goods OWNED

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SWOT Analysis

Strengths

1. Strong Brand Recognition & Market Leadership
 - a. DICK'S is one of the most recognizable sporting goods retailers in the U.S., with decades of trust and a large national footprint.
 - i. This is a strength because brand equity drives customer loyalty and repeat purchases, giving DICK'S a competitive edge over smaller or niche retailers.
2. Multi-Channel Retail Capabilities
 - a. The company integrates in-store, online, and experiential retail.
 - i. This is significant because consumers expect seamless shopping experiences; DICK'S ability to deliver across channels increases conversion and retention.
3. Diverse Banners and Brands
 - a. With brands like Golf Galaxy, Public Lands, and youth platform GameChanger, DICK'S reaches multiple consumer segments.
 - i. Diversification reduces reliance on a single revenue stream and broadens market reach.

Weaknesses

1. Limited Cultural Relevance Among Gen Z
 - a. While trusted, DICK'S is often seen as traditional rather than trend-forward.

- i. This is damaging because Gen Z drives future growth, especially in sneaker and streetwear culture.
- 2. Dependence on Third-Party Brands
 - a. The company relies heavily on major brands such as Nike and Adidas for inventory.
 - i. This reduces control over product differentiation and margins, making DICK'S vulnerable to supplier decisions.
- 3. Price Perception vs Discount Competitors
 - a. DICK'S can be perceived as more expensive compared to competitors or resale platforms.
 - i. Price sensitivity can push younger consumers toward alternative channels.

Opportunities

- 1. Growth of Experiential Retail & Live Events
 - a. Consumers increasingly value experiences over transactions.
 - i. This aligns with initiatives like the sneaker truck and House of Sport, allowing DICK'S to meet customers in cultural spaces.
- 2. Rising Demand for Sustainable Products
 - a. Consumers, especially Gen Z, prefer environmentally responsible brands.
 - i. This trend supports DICK'S sustainability initiatives and can strengthen brand loyalty.
- 3. Expansion of Youth Sports Participation & Digital Platforms
 - a. Youth engagement in sports and apps like GameChanger continues to grow.
 - i. This provides long-term customer pipeline development and ecosystem integration.

Threats

1. Direct-to-Consumer Brands
 - a. Brands like Nike are selling directly to consumers, bypassing retailers.
 - i. This threatens DICK'S role as a middleman and reduces exclusive product access.
2. Growth of Resale & Sneaker Marketplace Platforms
 - a. Platforms like StockX and GOAT dominate limited sneaker resale.
 - i. These platforms compete directly for hype-driven purchases, especially among Gen Z.
3. Economic Uncertainty & Reduced Consumer Spending
 - a. Inflation and economic downturns can reduce shopping and spending on sporting goods.
 - i. Sporting goods are often non-essential purchases, making revenue vulnerable.

Strategic Insight Recommendations

1. Launch a Culture-First Retail Experiences Initiative
 - a. Addresses weaknesses in Gen Z relevance and leverages the opportunity in experiential retail. This positions DICK'S within culture rather than just commerce.
 - i. Success Metrics:
 1. Event-driven sales grow by 10% in a year
 2. Social media engagements grow by 1,000 during a live event
 3. A 10% increase in Gen Z customers in a year
2. Expand Private Label & Exclusive Product Lines
 - a. Reduces dependence on third-party brands while improving margins and differentiation. Builds on existing strength in scale and distribution.
 - i. Success Metrics:
 1. 5% of revenue from private brands in a year
 2. Customer repeat purchase rate of at least twice within a year

3. Build a Resale and Trade-In Sustainability Program

- a. Leverages sustainability opportunity and counters resale platform threats by keeping consumers within the DICK'S ecosystem.

- i. Success Metrics:

- 1. At least 300 items recycled and resold in a year
 - 2. Participation rate of at least 10 people per month participating in the trade-in program

4. Expand and Grow on GameChanger

- a. Builds on youth sports opportunity and existing platform strength to create lifelong customer relationships.

- i. Success Metrics:

- 1. App engagement of 50 people per month
 - 2. Have 10% of GameChanger participants buy from DICK'S (in-store or online) quarterly
 - 3. Youth-to-adult customer conversion rate of 20% yearly (to continue the customer relationship past youth sports)