

I.R. Iran Wrestling Strategy Improving, Determining and Analyzing Strengths, Weaknesses/Opportunities and Threats (SWOT)

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Keywords: Wrestling, Strategic Management, SWOT Analysis

Aim: The SWOT analysis is a management tool that allows an organization to better address their internal and external environment and prepare for effective strategic planning steps. SWOT analysis is an approach whereby aspects of the external environment are analyzed to identify and develop the most suitable or attractive course of action in terms of strategic decisions to be taken. A SWOT analysis focuses on the strengths and weaknesses that are internal to the organization while taking into consideration threats and opportunities that are external to an organization. In the sport context, strengths and weaknesses are manageable elements within the establishment that may influence the objectives of the strategic management process (Shank, 2009). The purpose of this paper is to identify the strengths; weaknesses, opportunities and threats (SWOT) for Iran Wrestling strategy planning.

Literature Review: Goudarzi and Honari(2007) tried to design and codify a comprehensive system for nation's wrestling using SWOT analysis and 4*4 matrix. In this research, 8 strengths, 9 weaknesses and 15 threats were discovered and showed that nation's wrestling was approximately in a balanced condition although the curve skewness was more in weakness and threats areas. Ehsani and Gharahkhani(2008) tried to determine nation's professional sport using SWOT analysis. They evaluated outer (opportunities and threats) and inner (strengths and weaknesses) factors, and identified, classified and weighted each soft (manpower, budget, law and order, and professional sport institutions) and hard (sport facilities and equipment's) supporting system component effect. Khosravizadeh(2008) studied and designed Islamic Republic of Iran National Committee's strategic program using SWOT analysis. Results showed that Olympic National Committee had strengths and weaknesses facing opportunities and threats. Hamidi et al. (2008) codified Islamic Republic of Iran's college students sport committee structural development guidelines, which in 8 strengths, 10 weaknesses, 6 opportunities and 7 threats were discovered

and eventuated to codifying 10 guidelines to develop college students' sport committee.

Methodology: This is a descriptive-scaling research to gather data from researcher-made questionnaire was used that consisted of eight components: Social-psychological, Health, Education, Management, Talent, Financial and Equipment and 63 items. Measurement scale has 5 options which start from very low, low, average, high and finally very high numbered 1 to 5. Number 3 is considered as average point and a score from 2.5 up to 3.5 is considered as an approximate average. Scores higher than 3.5 are considered as strengths and opportunities, and scores lower than 2.5 are considered as weaknesses and threats. The sample consisted of 217 coaches and active referees, elite athletes and executive staff in national championships (Sari city, 2010). Data were analyzed using Friedmann, ANOVA, Kolmogorov Smirnov test and descriptive statistics.

Results, discussion and conclusions: Findings suggest that they were turning to be weak in most of under examination factors including health, education, management, talent searches and financial criteria or were not good enough alike sport facilities. In addition, examining bit scales showed that national wrestling championships faced with 2 strengths, 11 weaknesses, 3 opportunities and 4 threads, which 12 strategies were codified based on SWOT analysis. Research results showed that wrestling faces weaknesses and threats more than strengths and opportunities, although it has a social and spiritual position among people and government, in a way that examining chosen elite athletes, coaches, referees and states committees heads viewpoint formed in 8 main variables and 63 bit scales showed that in specialty main variables there was no strength and opportunity in nation's wrestling, and most main under examination variables including health, education, management, talent search and budget were going to weak part or like sport facilities and equipment's part in weak part. Examining bit scales also showed that nation's wrestling championship faces 2 strengths, 11 weaknesses, 3 opportunities and 4 threats, which 12 strategies were codified for based on SWOT analysis. Finally, based on examinees viewpoint, it seems that nation's wrestling championship has potential future of weaknesses and threats, and of course that is worried about.

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