NBA SWOT ANALYSIS

The NBA is the premier league in all professional sports. The NBA host the best basketball players in the world who compete for 82 games to see who will rank as the top 16 teams who try to compete for a championship in the summer. The NBA houses players from all of the US and 113 international players from 41 countries and territories.

Strengths

-The biggest strength that the NBA has is that it is the best men's professional basketball league in the world with the best players across the globe. Having the best players and best teams makes it the primary choice for basketball fans.

-Another strength the NBA has is its huge fan following. At any average NBA games there are between 15,000 and 25,000 fans which results in large revenues from ticket sales.

-The NBA has partnered with DirectTV and other cable providers to get its own channel (NBATV). This station provides news and updates about things going on around the league and there are games played on NBA TV daily.
Weakness

-One weakness of the NBA are its high ticket prices. According to the website below, the average ticket price to attend an NBA game is $57 and this is just an average, quality seats can cost up to $500 on any night and more depending on which team you are going to watch.
-Competition has been a recent issue in the NBA with the forming of “Super teams”. Adding multiple All-Stars on one team has given NBA fans an upsetting feeling because after these last 3 seasons you already know how will be playing for the championship in June

Opportunities

-There are opportunities to organize games and events outside of the NBA to tap into the global fan base. The NBA has already started that with its Global Games which include about 3 or 4 international games a season but there are opportunities for more.

-Another opportunity the NBA has is bringing in more international players. Since basketball is the second most popular sport around the world after soccer, the level of talent is constantly increasing around the world. Bringing international players to the NBA will also increase the global fan base and diversify the organization.

-New technology can make access to NBA games easier if adopted and made available for fans. This 2017-2018 the NBA have given subscribers to NBA league pass the option to watch games in virtual reality.

Threats
One threat that the NBA has is that other major sports are continuously growing in the U.S. as well especially soccer. If the NBA does not continue to grow and expand then it will fall behind the other major professional sports like football, baseball, hockey, and soccer.

-Government regulations are always a threat for any organizations because of any rules or restrictions they might implement that can affect the NBA.

**APA Citation**

