

Strengths

- Leaders
- Innovative
- 50% green
- Technology
- Competition
- Contributed to developing snowboarding

Weaknesses

- Expensive for the average person
- Seasonal
- Limited retail stores
- No head office in Canada

Opportunities

- Growing market
- Expanding into different markets
- Clothing
- Eyewear
- Kids
- Snowboarding is becoming a trend

Threats

- Other winter sports- ski
- Compete for retail space
- Global warming
- Weather- not enough snow
- Competitors