

# SWOT ANALYSIS OF RETIREMENT CLUB

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## Background

- problems that people over 65 have to deal with:
  - loneliness
  - illness
  - financial problems etc

## Material & Methods

- For this paper SWOT analysis was used.
- It involves identifying key strengths and weaknesses in the internal environment and opportunities and threats in external environment.

## Results

### STRENGTHS

- small community
- caring about each other
- assisting members with lower economic situation
- helping through sickness
- socializing in older age

### WEAKNESSES

- older people
- various health problems
- some of them have low income
- some of them are alone
- taking care of grandchildren (can't participate in activities)

### OPPORTUNITIES

- physical activity
- socializing with people of similar age
- getting new members (expanding the community)
- trips across country

### THREATS

- death
- severe illnesses
- financial problems
- fear of the unknown (potential new members are having a hard time deciding to attend the meeting)

## Conclusion

Based on the results obtained, associations can achieve better organization and apply for donations to get more people involved or to have more activities.

Information on the workings of such associations could also be expanded and more people might be interested.