

SWOT Analysis (Example)

Analyze the business by identifying the strengths, weaknesses, opportunities and threats based on the scenario.

		Mario's Bistro
S	<p>STRENGTHS: What are the strengths of the business? Why do customers eat there?</p>	<p>Locally owned In business for 20 years Family recipe</p>
W	<p>WEAKNESSES: What could be improved? What are the customer complaints?</p>	<p>Kitchen equipment Sandwiches taking long to make Décor is old</p>
O	<p>OPPORTUNITIES: What will you be able to do? What trends does this take advantage of?</p>	<p>Market the Italian sandwiches Update the kitchen equipment slowly possibly with donations, grants or purchasing slightly used equipment Advertising trends – New and improved</p>
T	<p>THREATS: What obstacles do you face? What is the competition?</p>	<p>Owner slow to change Bistro offering Mediterranean sandwiches close by</p>