

	Helpful	Harmful
Internal	<p>Strengths</p> <ul style="list-style-type: none"> - Our workers are well-educated students who love books - The space is attractive and inviting - Long-term lease is a low rate - Customers are supportive of small bookstores - Popular cafe makes it easy for customers to linger and find something to buy 	<p>Weaknesses</p> <ul style="list-style-type: none"> - Space is tight - Bank gave us a limited line of credit - Health insurance costs are rising - Business is slower during summer vacation - Inventory system needs to be upgraded - High staff turnover due to students graduating
External	<p>Opportunities</p> <ul style="list-style-type: none"> - We can have local authors give lectures and book signings - We can make personalized recommendations to long-term customers - We can deliver the same-day to mobility-impaired customers - We can feature things that appeal to summer tourists - We can start a frequent buyer program 	<p>Threats</p> <ul style="list-style-type: none"> - Large chains have more buying power - E-books and e-book readers eliminate need for physical books - Younger generations don't read as much - Nearby public library reopened after 2-year remodel