

Strength, Weakness, Opportunity and Threat Analysis

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- **Strengths**

- Quality of product & service
- Location
- Atmosphere
- Heritage / History

- **Opportunity (Depending on us)**

- Expansion
- Increase quality of service
- Reduce prices

- **Opportunity (Not depending on us)**

- Other cafés closing

- **Weaknesses**

- Small
- Only one location

- **Threats (Depending on us)**

- Hiring the wrong people (chefs, waiters, waitresses)
- Ruining relationship with suppliers

- **Threats (Not depending on us)**

- Other cafés opening
- Price of food increasing
- Suppliers going out of business