**SWOT**

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| **Strengths** | **Weaknesses** |
| The only Asian gourmet restaurant in the area | Many business tasks are done manually |
| They have established ties with local and overseas suppliers | Knowledge is centralised to the manager which makes him difficult to replace |
| Leaders are helping the employees to solve tasks as soon as possible during busy times, working together as a team | High turnover of waiting and dishwashing staff which requires constant need to replace and train new staff |
| They provide high quality food and service within the local area | High maintenance costs (e.g. rent, utilities) for the location |
| Some employees have been working there for years and have an extensive knowledge about that specific industry | Difficult working conditions could lead to conflict between the employees |
| The location of the restaurant is well selected | Limited growth |
| **Opportunities** | **Threats** |
| Possible expanding to other locations | Suppliers are late with the deliveries of products |
| Other sources to import their specialty goods | Ability to import specialty goods is affected eg. Trade embargo, overfishing, increased prices |
| More special events to attract customers coming to the restaurant (e.g. charity events) | Unforeseen costs: supplier cost increasing, tax increasing |
| Possibility for IT systems to help with everyday business management |  |

**SWOT analysis and strategy**

WO strategies

Move tasks that are done manually to an IT solution to track and store data more easily. Decentralise knowledge and information of the manager and delegate simpler time consuming tasks to an IT system, manager will have more time to focus on tasks such as events and promoting and/or staff training. Manager has more time to address working conditions and improve the work situation for employees.

SO strategies

Strengthen the brand of a company using IT solutions web based products such as websites promoting company’s brand, promotional videos to influence market perception, improve communication with the customer base through monthly updates of the menu in different languages. Running seasonal campaigns and promoting them through various media channels (social media, newsletters, company website etc.).