SWOT Analysis- Habanero

Strengths

* 466 Yelp Reviews with (4 out of 5) stars.
* Good Location between St. Edwards and UT in central Austin.
* Restaurant has been located in Austin for 20 years and has a strong following.
* Bright authentic interior.

Weaknesses

* Menu-
  + Roughly 90 menu items. Only three images on the website menu. There should be more images available. All those that I saw I would like to try.
  + Lack of prices on the menu.
  + Online Menu out of date compared to online photos from reviews.
  + The center has a navigation tool that really isn’t necessary. The menu itself is not all that large to scroll.
  + Items on the menu look like the are linked at first site, but are not.
  + Menu could use some more appealing eye popping colors.
* Austin is fairly saturated with Tex-Mex restaurants. Especially in the surrounding area. (10 within a mile of the restaurant)

Opportunity

* If the restaurant can implement an online ordering system, they could do more business. Creating an online ordering location within the website or partnering with companies like eat24 and Grub hub would benefit business which now excludes all but walk-ins.

Threat

* Nearly all the surrounding Tex-Mex restaurants have interactive websites. Some with online ordering. Online ordering made up roughly 23% and 1.1 billion dollars in 2015, compared to 600 million in 2014.

<http://techcrunch.com/2015/05/07/a-secular-shift-to-online-food-ordering/>

<http://www.qsrweb.com/articles/the-top-online-ordering-trends-restaurants-cant-ignore/>

Questions

1. What is that turns a first time customer into a repeat customer?
2. Other than Habaneros, what tex-mex restaurants do you like to eat at in Austin?
3. How do you feel about online ordering from restaurants?
4. In what ways do you think the restaurant excels
5. What ways do you think the restaurant could improve?
6. What is something that most people don’t know about the restaurant?
7. What is your favorite part about working here?
8. What is the best item on the menu?
9. Can you describe in a few words what represent the spirit of Habanero?
10. The restaurant has a family owned vibe to it. Is this a family run business?

Word Association

Habanero

* Spicy, Hearty, Taco, Flavor, Bright, Pepper, Tortilla, Enjoyable, Fun, Colorful, Spirited, Margarita ->
* Spicy->Exciting, Entertaining, Burning, Kick
* Hearty-> Filling, Relaxed, Filling
* Taco->Fun, Happy, Easy Going, Relaxed, Variety, Socializing
* Flavor->Rich, Exotic, Aroma, Seasoned
* Bright->Light, Colorful, Sun, Outside, Summer, Easy-Going
* Pepper->Hot, Good, Spicy, Colorful
* Tortilla->Culture, Family, Tradition, Warm
* Enjoyable->Pleasant, Fun, Laughter, Delight
* Fun->Happy, Outgoing, Party, Laughter
* Colorful->Rich, Summer, Warm, Exotic
* Spirited->Wild, Uncertain, Untamed, Running
* Margarita->Fun, Relaxed, Salted, Laughter, Delight, Uber