SWOT Analysis of Bokan 39

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| **Strength**   1. Impressive views of London (and the Thames) from high above 2. Choice of indoor and terrace (meets different needs of guests and deal with bad weather) 3. Inside Novotel, could attract hotel guests 4. Occasional live bands that attracts customers 5. Inside business district (attract professionals near by for business talk or after-work drinks) 6. Location next to subway station (convenient) | **Weakness**   1. Business would be affected by the weather (cloudy, fog may reduce the view) 2. Target guests: business people (great view might not be the major attraction) 3. Service (long wait time, not professional)/employee training problems (customer review) 4. Complaints on service charge (12.5%) 5. Location far from city center: may not attract as much tourists 6. Advertisement could improve |
| **Opportunity**   1. As Canary Wharf continues to expand (according to its plan), it can take the advantage of the purchasing power of young professionals (especially for events and gatherings) 2. Emerging social media platforms could help the bars and restaurants to increase customer engagement and upgrade brand image . 3. Closely knitted global supply chain and progressing food reservation technology could for fresh ingredients, which may improve the taste of drinks 4. Could make full use of opening-hours during the afternoon (possible events or afternoon menu) | **Threat**   1. Increasing number of sky bars around London intensify the competition 2. The hype of healthy food and drink may impact the sales of traditional bars 3. Social media also facilitate the spread of bad word-of-mouth 4. The Brexit is likely to make the UK less attractive, which will impact customer flow 5. During expansion of Canary Wharf, new skyscrapers may ruin the view of the bar |