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| **Strengths**   * Variety of Quality products * Branding * Live entertainment * Owner operated * Location * Finals Week (Students) | **Opportunity**   * Promote Local Music/Have more music * Variety of genre * Social * Expand Menu * Location |
| **Weaknesses**   * Small amount of capital * Turnover rate * Entertainment but not spend * No web presence * Lack of knowledge of drink preparation (employees) * Lack of variety of customers * Lack of brand awareness | **Threats**   * Competition with coffee shops and live music venue * Finals week and summer break * Property and source price increase * Trend change * Parking |

**Plan of Action**

The best way to take advantage of our strength and opportunities is to capitalize on them. Exposing the product variety, entertainment schedule, and the branding should be the priority of the website. A gallery section along with a menu section would work best to deliver this need. As for dealing with the weaknesses, it is important to demonstrate that the place is always open to receiving new workers, this can mitigate the turnover rates. It would also be beneficial to provide links to social media pages dedicated to the local in order for people to share statuses regarding the store (i.e. offers and events.) Suggestion boxes can be made for both the local and the website, in order for people to communicate to the owner what things they could do to improve the consumer’s experience. The use of social media could also allow for the local to adapt to the trends accordingly, combining its goal with the suggestion box idea.