Ayo Ajayi

SWOT Analysis

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| Strengths   * Variety of quality Products * Branding * Live Entertainment * Location | Opportunity   * Location * Promote Local Music * Expand Menu |
| Weaknesses   * No Web Presence * Lack of Variety of Customers * Entertainment but not spend | Threats   * Finals Week/ Summer Breaks * Competition * Trend Change * Increase in Price of Cocoa |

Plan of Action

* In order to capitalize on the strengths I would create a website showcasing the range of quality product/Menu with pictures.
* For Lack of variety of customers, I would print vouchers, business cards, and make use of certain SEOs in order to get non students coming to the shop.
* In terms of entertainment and not spending. It’s a good thing to make them keep coming for more entertainment at the shop.
* During the finals week/ summer breaks is the best time to create special offers for people who may be around the location and creating drive through billboards and a kiosk is another option.
* Through various research, the menus that are profitable need to stay and those that are rarely ordered need to change according to new trends
* When raw material price increases we cut down on certain inventories.