

John's Caffe SWOT Analysis

Strengths:

- What we do well is serving good quality food
- Our customers told us they like our prices
- We outpace our competitors by giving the customer more freedom when creating pizzas

Weaknesses:

- What we can improve is our quality in certain pies
- Our customers are dissatisfied with such a small delivery radius
- We fall behind our competitors by our quality

Opportunities:

- The emerging trends we can take advantage of is our willingness to explore different pizzas
- Our strength that might be valuable to potential partners our business plan
- We can tap into the markets in neighboring cities/neighborhoods

Threats:

- Our competition are more "old school" pizzerias
- Some weaknesses that leave us vulnerable is having a small delivery radius which limits the amount of customers

Ralph's Pizzeria SWOT Analysis

Strengths:

- What we do well is creating amazing quality pizzas
- Our customers tell us we are the best pizza they have ever had
- We outpace our competitors in quality

Weaknesses:

- What can we improve is expanding our menu
- Our customers are dissatisfied with us not offering delivery
- We fall behind our competitors in our variety of pizzas

Opportunities:

- We can take advantage of offering different pizzas and offering delivery services
- Our strength that might be valuable to potential partners is the quality of our food

Threats:

- Our competition is offering delivery services and more types of pizzas
- This can leave us vulnerable if there comes a competitor of similar quality but offer these services which we currently don't

Brooklyn Square SWOT Analysis

Strengths:

- Serves a really good, quality product.
- Loyal customer basis that are repeatedly ordering with us.
- We are the highest rated pizza place in Manalapan, so we are the first choice to new people in town.
- Great reputation and our name is well known and respected

Weaknesses:

- High quality pizza requires a high price for ingredients and labor.
- Times for providing the pizza, and then delivery times are longer, at peak hours it could be two hours to deliver a pizza to a home.

Opportunities:

- Our restaurant serves a variety of quality pizza as well as food.
- Our strength that might be valuable to potential partners is the quality of our food.

Threats:

- Our competition is cheaper than us.
- Our competition's time of delivery is faster than ours.

Papa Johns SWOT Analysis

Strengths:

- We have a variety of menu options
- We outpace our competitors by having many franchises over the nation and being affordable
- Our unique about our services is that we're nationwide and deliver the same quality over all of our locations

Weaknesses:

- We can improve the quality of our food
- We fall behind our competitors with quality

Opportunities:

- We can take advantage of having different styles of pizza with different toppings
- Our strengths that is valuable to potential partners is our influence nationwide

Threats:

- Our competition is does have higher quality food
- This can leave us vulnerable if our competitors franchise themselves and remain having the same quality