**SWOT Analysis**

The SWOT analysis means analysing the company or business’s four aspects that are Strength, Weakness, Opportunities and Threats. In these Strength and weakness are internal factors and the other are external. I will go at each factor one by one. As per the given information, I got to know that the major strengths of the pizza shop are takeout orders which are the main source of profit and you need to concentrate on it like making orders on time as this will attract more customers. However, I found that there are lots of weaknesses of your store which includes lack of availability of custom orders, less number of employees etc. These two are the main. So, I would suggest you to hire more workers and identify the time at which it is more possible to be busy and schedule them as per the demand like I know it usually gets busy in the evening because most of the langara students come to you to get the pizza. So, make sure that you have adequate number of employees in the store. Also, try if you can start making the customized orders so that customers can order more. Moving further towards the opportunities, as I mentioned that your strength is take-out orders, it can be considered as an opportunity for increasing your sale in turn profit. Also, include the custom orders so that it attracts the customers more because there are some people who don’t like cheese or anything else or some are allegoric to various ingredients. This can create more profit. The last but not the least is threats and I think that is the major factor that is causing you loss because there are two pizza shops nearby and also Tim Hortons and subway which reduces the chances of customers to come to your shop. So, the quality of your pizza competes with the other two stores. So, that was all I analyzed and I found that threats are the major factor in the loss that you are facing.