

# SWOT ANALYSIS

## STRENGTHS

- A Unique and Engaging Experience
- High-Quality and Healthy Food
- Appeal to a Wide Range of Customers
- An active and cooperative group

## WEAKNESS

- Limited Managerial and Operational Experience
- Distribution and Delivery Challenges

## OPPORTUNITIES

- Boosting the Restaurant's Popularity on Social Media
- Expanding health-conscious consumer base
- Partnerships with local gyms and wellness centers
- Online ordering and delivery
- Social media marketing

## THREATS

- Changing Customer Preferences
- Supply and Sourcing Issues and change in price of healthy
- Competitor Imitation
- Dependence on a certain category of customers
- Seasonal Demand Fluctuations
- Negative Reviews
- Difficulty in finding chefs with expertise in

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