Java Jam SWOT Analysis

Strengths	Weaknesses
- Online Menu - Online Events Page - Located Near UTA	- Site is outdated - Small and hard to notice menu - Lack of imagery on site - Not Mobile Ready
Opportunities	**Threats**
- Mobile Site - Color Scheme - Typography - More imagery - Improved menu - Social Media Integration - Improved flow and layout	- Competition is already established - Competitions variety - SEO - Competition Preexisting clientele