SWOT Analysis

SWOT Factors

Plan of action

* Strengths
  + Continue serving snacks, coffee, tea and soft drinks but serve nutritious snacks and drinks like veggie boxes and smoothies
  + Continue hosting local folk music performances and poetry readings but host themed nights like New Music Fridays and Weekend Hangouts
* Weaknesses
  + Create a rewards program for free food and drinks
  + Create a mobile app for iPhones and Androids
* Opportunities
  + Feature a new coffee as “coffee of the month”
  + Giveaway special discounts at checkout
* Threats
  + Open more locations
  + Supply more options