|  |  |
| --- | --- |
| **Strengths**   * Variety of quality products. * Branding * Live entertainment * Owner operated * Location | **Weakness**   * Small amount of capital. * Turnover rate. * Entertainment, but not spend. * No web presence. * Lack of knowledge of drink preparation. * Lack of variety of customers. * Lack of brand equity. |
| **Opportunities**   * Promote local music. * Variety of genre. * Expand menu. * location | **Threats**   * Competition with other venues. * Finals week and summer break * Property & resource price increase. * Trend change. * Parking. |

**Plan of Action**

* Keep serving the audience what they like and take comments from customers on what could be added. Encourage others to perform and engage in performances to keep everybody happy.
* Have enough seating and the ability to keep count of people present in coffee shop to keep from overcrowding. Advertise on social media to reach more audiences. Offer great pay to students and encourage tipping.
* Let anybody perform who wants to, and invest in advertising especially on social media to reach target audience.
* Keep security to keep everything under control. Acknowledge competition and embrace the friendly competition. Budget and keep record of numbers and income.

**Goals & Objectives**

* Create an effective website to bring in audiences with schedules and specials.
* Try to keep business afloat with effective advertising and budgeting.