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CTEC 3350

26 January 2017

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| Strengths   * Variety of options, products * Good atmosphere * Lots of interest in what the business is doing * Small business, owner operated | Opportunities   * Promote local music * Social location/hotspot * Expand menu to lunch foods/dinner * Organize days for certain events |
| Weakness   * Variety of customers * Web presence * Turnover rate | Threats   * Competition with other coffee shops * Property and resource price increase * Changing trends * Parking |

Plan of Action: Design a website that offers a menu, schedule and info about shows and poetry events.

In order to capitalize on the strengths of JavaJam, Julio Perez should keep selling what the people are enjoying in his shop, and avoid selling the company to a larger head. To improve weaknesses, Perez should try to hire more long term employees, if possible, and of course the new website will help with this process. He should also try to attract other types of customers to improve the subgroups that consume his goods. One of the biggest opportunities that Perez has is the ability to promote local and, eventually, more well know music groups. He should make the live nights more advertised and have them happen regularly. He also has the opportunity to make his shop a social hotspot if the public will conform to the idea. Some threats he needs to worry about include the competition with other coffee shops and the problem with parking should the business grow. Perez should keep an eye on what other shops are doing, and maybe look at what made big names popular. Another thing to watch is how the trends may change from hip coffee shops to say Bobba tea or frozen yogurt. What makes a company long-lasting is the ability to grow and change when the times change.