**Strengths**

**location** - it’s on E 11th and has outdoor seating in the front and the back. the inside is cozy and has low ceilings, but has both seating for a couple and also large parties.

**one of a few french bistros** - I can only think of 3 french places total in Austin that would be around the same price point. Also, really good food.

**uniqueness** - They have a woman that plays accordion in the restaurant and the waitstaff all seem to fit in with a modern, young vibe that the restaurant manages to have

They use **farm to table** to get local ingredients and the food looks amazing - this isn’t prominent on their website but they do post lots of **food pics** on facebook.

**Weaknesses**

space does get cramped since it’s already popular joint

no reservations for small groups

**Opportunities**

They can capitalize on the french cuisine and use that to foster an environment to celebrate french culture.

They basically have a cafe in there but it’s not listed on their website. It’s a great thing to know about while waiting for a table.

**Threats**

customers choosing to go to the food park across the street or a coffee shop where they wouldn’t have to wait as long.

there are places nearby that have a similar atmosphere (Hillside Farmacy)

parking can be a hassle during peak hours if you can’t walk there.