SWOT Analysis

Zebras Burn Pub

Strengths:

* Popular among young adults.
* New and fresh
* Unique design

Weaknesses:

* Unexperienced management
* The lack of advertising
* The lack of “brand loyalty”
* Limited budget
* The lack of an IT system

Opportunities:

* Expansion
* Hiring more experienced staff
* Demand for organizing bigger and better events

Threats:

* Many pubs in the city
* Economic situation (Crisis)
* The threat losing in a price competition

Mission: Provide high quality bar service for the middle class society.

Zebras Burn Pub has been a very popular pub among young people ever since it’s opening. This opinion was formed mainly because of the new design and the fresh look. A new and improved selection of drinks could also be considered an advantage.

Even though the pub is a popular place the lack of experience for the manager is a great disadvantage. Because of a small budget advertising is not an option. What makes it even hard to manage is the lack of an IT system which is needed in order to ensure a nice flow for transactions and very easy management.

Depending on the success and the income of the company the owner could decide to expend the scale of business and to enter new markets. This is a very important step in this case too as the pub needs more clients and more employees. In most of the cases the more clients we have the more profit we can have. If the clients ask for it then the pub could organize bigger and better events.

The biggest threats are losing in a price competition against another pub which can afford to offer better offers or which has a bigger capital, an economic crisis and opening of a huge number of pub in the same area.