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.

Expansion is what every business need. This is a very important step in this case too as the pub needs more clients, more employees. With more clients also comes a bigger demand. The organization of more and bigger events is a clear goal for the near future.

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.