

**S**

Variety of Quality products  
Branding  
Live Entertainment  
Owner Operated  
Location  
Finals Week (students)

**O**

Promote local music  
Variety of genre  
Social  
Expand menu  
Location

**W**

Small amt. of capital  
Turnover rate  
Entertainment but not spend  
No web presence  
Lack of variety of customers  
Lack of brand equity/awareness

**T**

Competition with coffee shops and music venues  
Finals week & Summer Breaks  
Property & Resource price increase  
Trend Change  
Parking