

<p>Sorrya Pech February 1, 2017 Web Design II Tuesday & Thursday Cucalon</p>	<p>Strength</p> <ul style="list-style-type: none"> • Unique, defined audience • Location • Market need • Upscale ambiance, serving gourmet coffee and snacks with the local folk performance and poetry • Owner operated (lower operating cost and more control overall) 	<p>Weakness</p> <ul style="list-style-type: none"> • Limited audience due to their uniqueness (folk performance) • Limited marketing budget to develop brand awareness • No web presence (no brand equity / awareness) • Lack of variety of customers (for example students with low income)
<p>Opportunity</p> <ul style="list-style-type: none"> • Growing audience and increasing sales opportunities as people become more aware • Artist and poet's fan base may bring future business • Ability to build brand equity • Promote local music/ have more music options • Variety of genre • Expand menu 	<p>Strength – Opportunity Actions</p> <ul style="list-style-type: none"> • Promote more live performance, other than folk but different types of genre. Make maybe a theme night. Increasing your consumers. • Based on location, maybe give college kids a discount so they can come back for more. • Being owner operated its easy to change things like expanding the menu without any loopholes like big corporations. Along with gourmet coffee and snacks, maybe more food options are best to keep consumers coming back for more. 	<p>Weakness – Opportunity Actions</p> <ul style="list-style-type: none"> • Giving different artists a chance to perform will increase the variety of consumers at Javajam. • Javajam can invest in a website, giving them the ability to build brand equity and awareness. This will bring an increase in sales as people become more aware. • Javajam can provide food from their expanded menu at low prices, so college students with low income can enjoy what the café has to offer.
<p>Threat</p> <ul style="list-style-type: none"> • Competition Starbucks etc. • Possibility of the coffee shop is a fad • Supply vs. demand • Limited income • Finals week and summer break (less consumers) 	<p>Strength – Threat Actions</p> <ul style="list-style-type: none"> • The live performances will give artist a platform to show off their talents creating a unique atmosphere that cannot compete with other competitions and making the café a market need and that it can never become a fad. With every artist and performance, one after the other will be different, which will bring a unique and defined audience. • Javajam can market themselves as being the new music hangout for millennial, so even if students are on break, there will be a constant flow of consumers. 	<p>Weakness – Threat Actions</p> <ul style="list-style-type: none"> • By giving more live performance this will bring different types of people and awareness to the café. • By creating a website we can change not having a web presence, bringing in more consumers making school breaks no longer a threat. • Since the café is near a college with student who have low income, it's important for the menu to have affordable prices. The supply of coffee will always be in demand during even, break. There are always winter and summer classes so that will give us more consumers.