

INTERNAL

## Strengths

- °It offers weekly musical and poetry events
- °Variety of gourmet coffeehouse classics
- °Solid customer base

## Weakness

- °Has a limited reach due to locality
- °Small budget
- °Location might not facilitate growth, i.e. parking
- °Limited types of event: folk and poetry

EXTERNAL

## Opportunities

- °Technology is very important to his customer base
- °Potential for growth, locally and nationally

## Threats

- °The cost to build and maintain the website might exceed his income growth or budget
- °His customer base, students and young professionals, have fickle incomes

## Plan of Action

The first change should be to capitalize on the customer base. Since Java Jam's patrons consists of college students and young professionals, the owner is missing out on business by not having a website. The young crowd that he attracts rely heavily on technology, so Java Jam's lack of an Internet presence is detrimental.

Another weakness that the owner could capitalize on is the limited reach of Java Jam. As seen by popular bars and restaurants in Austin, the 'local' or 'indie' trend is very popular. The owner could work with up-and-coming poets and artists exclusively, while also expanding his types of events.