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| Strengths   * Great target audience. * Offers wide array of other drinks than coffee. * Wide array of things to do at shop. * Branding * Variety of Quality products * Live entertainment * Location * Finals Week (Students) | Weakness   * Size of shop * Amount of advertisements * Turnover * Amount of jobs * Costs of building/assets * No web presence |
| Opportunities   * Performances and readings provide wide array of people to get through the front door both for performers as well as people that love folk music and poetry. * College students getting jobs during school/semester break. * Provides chance to widen genre of music as well as readings. * Expand menu | Threats   * Target audience not liking folk music and/or poetry * Competition * Overcrowded * Parking |

Plan of action:

* Do not change the audience you are targeting.
* Provide positive relationship with customers and employees
* Locate and provide target audiences view on current performances and readings to see if we are still satisfying their needs
* Embrace competition and keep business running smoothly.

Goals and Objectives:

* Provide a user-friendly website for Java Jam to promote schedule and specials.