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SWOT Analysis Example for a Small Business

Objective: Analyze a local café's position in the market.

Strengths	Weaknesses
- High-quality, locally sourced coffee	- Limited seating capacity
- Strong local reputation	- Lack of online presence
- Experienced and friendly staff	- Dependence on morning traffic
Opportunities	Threats
- Rising interest in sustainable food	- New competitors in the area
- Growth in online ordering trends	- Economic downturn affecting spending
- Collaboration with local suppliers	- Seasonal fluctuations in demand

Action Plan:

- Launch an online ordering platform to tap into digital trends.
- Expand seating or explore delivery partnerships to address capacity limits.
- Highlight sustainability efforts to attract eco-conscious customers.