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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.