

Sample SWOT Analysis

COFFEE CLUB

STRENGTHS	OPPORTUNITIES
<ul style="list-style-type: none"> • Students are motivated and excited. • Free advertising through email, morning & afternoon announcements and newsletters are available. • We have established support from the administration. • Kitchen space is available. • Running the coffee club offers students practical business experience in areas like budgeting, marketing, and customer service. 	<ul style="list-style-type: none"> • Consider expanding its menu to include snacks, pastries, or alternative beverages to attract more customers. • Capitalize on school events, meetings, or special occasions to offer catering services, potentially generating additional revenue. • Connect with other businesses in the school (Spirit Wear/ Boosters, Computer Design courses).
WEAKNESSES	THREATS
<ul style="list-style-type: none"> • The kitchen schedule may be difficult to work with. • Students may face challenges in terms of resources, including the availability of equipment and funds for initial setup. • Students do not have any specialized training or certificates. • We lack software or online programming for tracking hours, tasks, & inventory 	<ul style="list-style-type: none"> • Additional offerings may need to comply with health and safety regulations and obtain necessary permits, which can be time-consuming and costly. • Local coffee businesses offer fancier drinks. • Shifts in coffee preferences or dietary restrictions among teachers and staff may affect demand for certain products (afternoon “pick-me-up”)

You try:

STRENGTHS	OPPORTUNITIES
WEAKNESSES	THREATS