



# RESTAURANT SWOT ANALYSIS

Restaurant:

By:

Date:

**STRENGTHS**

**WEAKNESS**

**THREATS**

**OPPORTUNITIES**

# RESTAURANT SWOT ANALYSIS

## INSTRUCTIONS

### Strengths

The strong points of your restaurant - Examples are:

- Your business exterior is clean and tidy.
- Your prices are cheaper than your competitors.
- Your service style is new to the area.
- You offer a product no other business offers.
- You have a branded image.

### Weaknesses

The weak points of your restaurant - Examples are:

- Your restaurant is new and not established.
- You have limited funds available.
- You offer a product which is already available on the market.
- Customers have to travel further to get to your restaurant.

### Opportunities

Benefits for your restaurant - Examples are:

- A new office complex is opening nearby.
- A new housing development is being built nearby.
- A main competitor has closed down.
- The building next door has become available so expansion may be an option.

### Threats

Instances that can harm your restaurant - Examples are:

- A high street brand is moving into the area.
- Your operating costs are set to increase soon.
- Your business lease is up for renewal, rent increase will happen.
- A main competitor has lowered their prices and started a price war with you.

When doing your own restaurant SWOT Analysis you can add as many points as you want for your restaurant. What you should do is complete on of these for your own restaurant, stating each and every relevant example for the main sections of SWOT Analysis, in order to get an idea of where your restaurant stands in the current market and how competitive your business actually is.

Don't worry about whether you think something is not important enough to include on your restaurant SWOT Analysis as often when you compare all the points for each section you will find that when grouped together you can spot certain opportunities or threats and deal with them so much more easily.

The same applies to favouring the positive points over the negative ones to make your restaurant look better, all you are doing is putting yourself at a disadvantage, you must create a realistic 'look and feel' for where your restaurant stands in the market otherwise you won't be able to devise a plan to counter the negative points and build on the positive ones.