

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. 	<ul style="list-style-type: none"> • Teachers currently stock coffee, creamer, and materials in the lounge. • The classroom kitchen area provides space for cleaning reusable cups. • 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. • Where will our supply source come from? • 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"> • Coffee pots are present in the lounge and front office. • Local coffee businesses offer fancier drinks. • Some teachers prefer an afternoon “pick-me-up” (cold beverage).

You try:

STRENGTHS	OPPORTUNITIES
WEAKNESSES	THREATS