

Jacob Lowe SWOT Analysis Worksheet

Fill out the fields below and review with a mentor. This information can help you outline goals and strategies for your business and marketing efforts.

	Strengths	Weaknesses	Opportunities	Threats
Product/ Service Offering	We are one of a kind in Arlington. Other places offer sweet treats, but our smoothies have health benefits unmatched by competitors	Customers that are seeking just the taste, and not the health benefits might choose to go to another place	Large population of people seeking to live a healthier, active lifestyle makes potential for large amounts of business.	McDonald's, Kroger, Sonic.
Brand/ Marketing	Arlington is a small town so word of mouth advertising will be very successful Once we become profitable, we will use radio advertising and billboards to get our name out there	Limited money due to start-up costs will lead to limited advertising until we become more profitable	Arlington has many events that we can sponsor or even make pop-up stands for people to sample our smoothies(5k's, school events, etc.)	McDonald's, Sonic, and Kroger have established themselves as very strong businesses that are well known. Therefore, we will have to put in extra work to become known.
Staff/ HR	Employees will be very well trained to provide great customer service Our owner will be on site 5 out of 7 days a week to make sure great service is provided	Seeking to hire people of very good physical fitness could be hard because they often try to maintain that stature to give off a more professional look so they might already have jobs or be pursuing a career elsewhere	Many teenagers and college kids in the Arlington area provide us with many potential workers	Other places that hire teenagers: Kroger, Subway, Lenny's, McDonald's, Yogurt Mountain, Gametime, etc.
Finance	Owner's capital will cover start up costs, but as we grow and open more stores we will seek investments	Projections and expected costs could be off, which could possibly present a problem	Strong economy People will support a local town small business, and investors might as well	Competitors are established companies (Sonic, Kroger, McDonalds) that all have great reputations and large amounts of money
Operations/ Management	Operations: Employees will be trained to do their job at a fast speed while still giving good service Management: Since we have one location, our owner will be in the store very often	Operations: Hiring teenagers obviously could be dangerous. They might have a lot of extracurricular activities so they might not be as available as we need Management: Having only one real manager, for now, could have downsides. if employees	Operations: Large pool of candidates for jobs, so if employees quit we know we would have people to replace them. Management: Since our only manager is our owner, the management style will directly reflect what he wants the business to become	Operations: Other businesses around the area can take employees from our pool of availability Management: Employees might be seeking promotions to management, but we can not offer that to them until we open up a second location

		don't like the management style they could become upset.		
Market	Can use promotions to reach target market Our locations will have a look and feel that appeals to our target market	Not well known Will have to spend a good amount of money to get our name out there	Arlington is a small, tight-knit community so word of mouth and other advertising will spread fast.	Sonic, Kroger, McDonalds

Can any of your strengths help with improving your weaknesses or combating your threats? If so, please describe how below.

Having our owner on the job site all week will really bode well for our company. It will help grow our customer base by ensuring that our customer service will be top notch. Having more customers will help generate money and make us profitable.

Based on the information above, what are your immediate goals/next steps?

Since many of our weaknesses and threats revolve around not being profitable, our next goal is to become profitable as fast as possible. We will constantly overlook and revise our budget.

Based on the information above, what are your long-term goals/next steps?

Our long-term goals involve finding the most effective way to advertise our company. We also are going to find the most effective strategy to open new stores in different locations.