

## Tarvia Watson King's Palace Ultra Theatre

### 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	<ul style="list-style-type: none"> <li>We offer a variety of things to for our customers besides just a theater.</li> <li>It's more convenient for our customers and we have all activities of entertainment in one building.</li> <li>The setting of our service provides a family-like atmosphere to our customers.</li> <li>People of all ages can come to enjoy themselves, the young and the elderly.</li> </ul>	<ul style="list-style-type: none"> <li>Other companies may take this idea and try to become creative with it in their own way.</li> </ul>	<ul style="list-style-type: none"> <li>The area in which the business is located is a growing community.</li> <li>Many other companies of this kind of entertainment do not offer the things that Tarvia's Ultra Theater offer to our customers.</li> </ul>	<ul style="list-style-type: none"> <li>Main Event</li> <li>Incredible Pizza</li> <li>Malco Theater</li> <li>Hollywood Theater</li> </ul>
Brand/ Marketing	<ul style="list-style-type: none"> <li>Branding techniques for this company are unique and different from traditional marketing and branding.</li> <li>Marketing this company will allow more people to become interested in the company.</li> </ul>	<ul style="list-style-type: none"> <li>The funds for branding and marketing this service and company may not be available through money from the actual business.</li> <li>For branding to people even outside the city it may costs a little more money and there will be a lot of money borrowed.</li> </ul>	<ul style="list-style-type: none"> <li>The unique branding and marketing techniques of this company will allow the attention of people to focused on trying to figure out what this business is about and experiencing the service themselves.</li> <li>Smart and new ways to brand and market will come about through ideas based off other ideas.</li> </ul>	<ul style="list-style-type: none"> <li>Other companies may add a more exciting feature to their stores and come up with better branding and marketing plans.</li> <li>Branding and marketing competition will get stronger to win over customers.</li> </ul>
Staff/ HR	<ul style="list-style-type: none"> <li>Staff members will have good people skills.</li> <li>HR will be available at all times until closing.</li> <li>Employees will be able to multi-task and help customers with any difficulties or</li> </ul>	<ul style="list-style-type: none"> <li>A relationship between the staff members and the owner will have to be built in order for employees to gain trust.</li> <li>When first opening the staffing will be at a limit until a build up of</li> </ul>	<ul style="list-style-type: none"> <li>There will a numerous amount of new positions and raises available to the staff.</li> <li>The employees will gain the experience and skills needed for other possible opportunities.</li> </ul>	<ul style="list-style-type: none"> <li>Other companies that has been around for a while already has built relationships with employees and that can potentially hurt my company.</li> </ul>

	<p>questions.</p> <ul style="list-style-type: none"> <li>• The security will always be around so that our customers are able to feel safe.</li> <li>• Employees will be payed well.</li> </ul>	<p>efficient funds are available.</p>	<ul style="list-style-type: none"> <li>• HR manager will be able to gain that skill of dealing with various personalities as well as working under pressure to assure all questions are answered and all problems are solved.</li> </ul>	
<b>Finance</b>	<ul style="list-style-type: none"> <li>• Investors will help cover resources to all start-up costs.</li> <li>• Money that's been saved up will be added to the business savings account for any major emergencies.</li> </ul>	<ul style="list-style-type: none"> <li>• Will not have capital resources on hand of budget projections are not in line with operations costs.</li> <li>• When unexpected emergencies come about, finances may not be able to fully cover costs.</li> </ul>	<ul style="list-style-type: none"> <li>• The economy is really strong so financial investors will have no problem investing into a new start-up business like this.</li> <li>• Since the economy is great customers will not have a problem spending their money into this business.</li> </ul>	<ul style="list-style-type: none"> <li>• Competitors have capital on deck and on hand.</li> <li>• They already have their financial status are stable and in security the business has been up longer or was started earlier than Tarvia's Ultra Theater.</li> </ul>
<b>Operations/ Management</b>	<ul style="list-style-type: none"> <li>• The best quality service will be given to our customers.</li> <li>• Employees are ones of an awesome attitude that wants to work where they are.</li> <li>• Our operations are top-notch and are examined and put together by the most qualified workers.</li> </ul>	<ul style="list-style-type: none"> <li>• If an employee starts to slack and will not improve in their behaviors and actions, it may become difficult to find workers fit for the environment.</li> <li>• Operations could have a dysfunction and it will cause customer to lose trust in machines and can decrease profit of that specific day or week.</li> </ul>	<ul style="list-style-type: none"> <li>• Tarvia's Ultra Theater is a place which creativity is unlimited so more operations can be added based off customer suggestions and request, also this will allow more employees to be hired providing more people with jobs.</li> </ul>	<ul style="list-style-type: none"> <li>• Other company operations may be better quality than that of my company.</li> <li>• Competitors may offer better opportunities such as raises or higher pay to their employees, making more employees wanting to get hired there.</li> </ul>
<b>Market</b>	<ul style="list-style-type: none"> <li>• The marketing strategies that this company comes up with will be unique, unusual, and new to the eyes of customers.</li> <li>• The creativity of marketing strategies are based on the owner so it allows them a better chance to think of whatever ideas they would like for their own business.</li> </ul>	<ul style="list-style-type: none"> <li>• After trying so many ideas for marketing and out of the box ideas marketing ideas can come to a pause.</li> </ul>	<ul style="list-style-type: none"> <li>• Many other marketing companies after seeing the creative ideas for marketing of this company may request the owner's advice on their own marketing plans or ask for help to come up with better marketing strategies.</li> </ul>	<ul style="list-style-type: none"> <li>• After analysing some ideas from Tarvia's Ultra Theater competitors can make marketing more creative.</li> </ul>

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

My strengths can help improve my weaknesses and threats but coming up with some things that are so creative that it blows the mind and is beyond this world, instead of playing it safe. Also come up with techniques to prevent or avoid dangers to the company.

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

The next step of this business is to take this company to the next level and expand the building. Another goal is to be able to pay employees well and eventually increase their pay.

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

When Tarvia's Ultra Theater is doing really well and began to do so well that is it gets crowded, we will open another building closer to areas not bordering Arlington.