

FitzGerald & FitzGerald, P.C.
SWOT Analysis - Sample Restaurant

<p style="text-align: center;"><u>Strengths</u></p> <p>Great business - good repeat customer base No debt - good cash position Have extra seating space Had a great team Renovated restaurant recently - cleaner Great environment</p>	<p style="text-align: center;"><u>Weaknesses</u></p> <p>Don't have a good system to handle people waiting on tables Can't start back up again until August 1 Poor cash flow right now Had to lay off a lot of the team Don't have a great customer relationship management system Will have to redesign the restaurant Don't have good cash flow planning and breakeven analysis Dependent on owner/manager Don't have a good disaster plan Owner is working in the business as opposed to working on the bus.</p>
<p style="text-align: center;"><u>Opportunities</u></p> <p>Can lease space next door Could expand carryout Two restaurants closing nearby Pent up demand Can become more of a meeting place</p>	<p style="text-align: center;"><u>Threats</u></p> <p>Will people want to go out to eat Social distancing will apply Will incur extra costs to stay safe Will people have finances to go out Can the business make money because of the changes Taxes will have to go up Can the business survive second wave</p>