





To help you get started, our SWOT analysis template is designed in a matrix format that allows you to assess your restaurant's strengths, weaknesses, opportunities, and threats. When filling out each section, please keep in mind the following:

-  **Strengths**  
Internal factors that help your restaurant stand out from your competitors (i.e. a strong online presence)
-  **Weaknesses**  
Internal factors that put your restaurant at a disadvantage compared to other restaurants (i.e. bad customer service)
-  **Opportunities**  
External factors that your restaurant can take advantage of to grow your business (i.e. expansion into new markets)
-  **Threats**  
External factors that your restaurant can be negatively affected by (i.e. competition)

## EXAMPLE

Here is an example of a SWOT analysis conducted for a full service restaurant.

### Strengths

- Offers dishes made with high quality ingredients
- Strong brand reputation and social media presence
- Operates in a high traffic area with plenty of locals and tourists
- Top-notch customer loyalty program in place

### Weaknesses

- High labor costs and staff turnover rate
- Limited parking available for customers
- No outdoor seating available
- Lacks a diverse menu offering

### Opportunities

- Offer delivery and takeout to expand customer reach, and generate more revenue
- Expand the business by opening a new location
- Leverage newer technology to operate more efficiently (i.e. implementing a new POS system)
- Create a new menu to accommodate guests' dietary preferences, such as gluten-free or vegetarian offerings

### Threats

- Reduced consumer spending due to the state of the economy
- Competition has increased (i.e. a new restaurant with a similar offering recently opened up)
- Rising costs of ingredients
- Consumer food preferences are constantly changing, so there's a need to adapt much quicker

 Strengths

 Weaknesses

 Opportunities

 Threats