

SWOT Analysis: ACC Coffee Cart
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<u>Strengths</u>	<u>Weaknesses</u>
• Good rapport with customers; several ‘regulars’ • Overall appearance is attractive and new • Customers seem to like pastries offered • Coffee card offered- free coffee after 9 drinks • Coffee is organic	• Very limited space • No hot food options • Menu posted is not up-to-date or accurate with what is actually offered • Low volume of customers • Location- closed off, behind gate, with no sign
<u>Opportunities</u>	<u>Threats</u>
• More attractive seating area (current is white plastic lawn chairs- switch to something nice and more stylish) -have one or two small tables • Add a sign on the cart so people can know what it is (at least something that says ‘Coffee’) • Capture other possible customers by adding beverage options such as hot cocoa and fruit smoothies -already have a blender • Provide some hot food options -small microwave to heat pastries/bagels -pre-made, wrapped breakfast items from café • More snack options- add an additional rack with various snacks • Make stands/containers more uniform and accessible -silver, plain snack stand- replace with a black one that would match more the style of the pastry bins -Chip baskets are really low down- raise up higher? • Replace menu board -switch out Coca-cola ‘daily special’ board for something more attractive, like the chalkboard at the NARF stand -Update the menu posted • Fruit basket- offer a variety of fruit • Marketing- offer coupons, free samples, etc	• Space may be too limited to make desired changes • Number of customers very small • Bean Shack competitor in close proximity -offers a wider variety of choices for food and drink