Worked example - a fictional cafe. Use your own points.

SWOT analysis

Riverside Community Cafe - opening on Sundays Date: 10/11/2026

Strengths

Internal: what do you do well? What do people value about you?

- Loyal regulars who already ask about Sunday opening
- Home-made cakes with good reviews
- Two staff happy to work weekends

Weaknesses

Internal: what holds you back? What could you improve?

- Only one trained barista
- Small seating area (24 covers)
- No card machine backup if the internet drops

Opportunities

External: what changes or trends could you use?

- Sunday market starts outside from January
- Park café nearby closes on Sundays
- Local walking groups looking for a meeting point

Threats

External: what could cause problems?

- Rising ingredient and energy costs
- Wet winter weekends mean fewer walkers
- New chain coffee shop opening on the high street

Top action from this SWOT Trial Sunday opening 10am - 3pm for 8 weeks from January, timed with the market