

**What This Does:** A SWOT analysis helps you identify internal Strengths and Weaknesses, plus external Opportunities and Threats. Use this to guide strategic planning and decision-making.

**Restaurant:** \_\_\_\_\_

**Date:** \_\_\_\_/\_\_\_\_/\_\_\_\_

**Completed By:** \_\_\_\_\_ **Review Period:** ☐ Quarterly ☐ Annual ☐ Other

### S - STRENGTHS (Internal - What we do well)

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### W - WEAKNESSES (Internal - Areas to improve)

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### O - OPPORTUNITIES (External - Potential for growth)

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### T - THREATS (External - Challenges we face)

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#### Brainstorm Questions:

**Strengths:** What do customers love? What do we do better than competitors? What unique resources do we have?

**Weaknesses:** Where do we lose money? What do customers complain about? What skills are we missing?

**Opportunities:** What market trends can we capitalize on? Are there underserved customer segments? New technology?

**Threats:** What are competitors doing? Economic factors? Changing customer preferences? Rising costs?

**Instructions:** Use your SWOT analysis to create actionable strategies. Match strengths to opportunities, address weaknesses, and plan for threats.

### Leverage Strengths → Capture Opportunities

How can we use what we're good at to take advantage of opportunities?

Strategy	Owner	Deadline

### Address Weaknesses → Don't Miss Opportunities

What weaknesses are preventing us from capturing opportunities?

Weakness to Address	Action Required	Resources Needed

### Use Strengths → Defend Against Threats

How can our strengths protect us from external threats?

Threat	Strength to Deploy	Defense Strategy

### Fix Weaknesses → Minimize Threat Impact

What weaknesses make us vulnerable to threats? Priority items.

Vulnerability	Mitigation Plan	Priority	Status
		<input type="checkbox"/> H <input type="checkbox"/> M <input type="checkbox"/> L	
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		<input type="checkbox"/> H <input type="checkbox"/> M <input type="checkbox"/> L	

Top 3 Priority Actions

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

Prepared By \_\_\_\_\_ Date \_\_\_\_\_ Next Review Date \_\_\_\_\_

**Best Practice:** Review and update your SWOT analysis quarterly. Share with your management team and use it to guide budget decisions, marketing strategy, and operational improvements.