

RPSystems

Restaurant SWOT Analysis

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)

W - WEAKNESSES (Internal - Areas to improve)

O - OPPORTUNITIES (External - Potential for growth)

T - THREATS (External - Challenges we face)

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	
		<input type="checkbox"/> H <input type="checkbox"/> M <input type="checkbox"/> L	
		<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.