

Swot analysis of pacific coffee essay sample

[Food & Diet](#), [Coffee](#)



SWOT analysis of Pacific Coffee

Strengths

A. Pacific Coffee is a very profitable organization, earning in excess of \$17.6 million in 2010. B. It is a Regional coffee brand built upon a reputation for fine products and services. It has almost 98 cafe shops in almost 8 cities. C. Pacific Coffee strives to be a contributing member of the communities it serves. Pacific Coffee fund raising efforts are dedicated to the disabled or less fortunate children in its community and supporting the environmental causes. It has a very positive image. D. Pacific Coffee currently provides a complimentary broadband service through computer terminals in our stores. In addition, all locations are equipped with WIFI coverage. Customers from all over the world will enjoy our world-class ambiance. This is only a few shops and cafes are able to do it. E. Strong brand image associated with high quality coffee and excellent customer service. F. Extensive store network, 90 shops are owned by Pacific Coffee directly. The company franchises and licenses 8 shops. It has developed excellent skills in franchise management. G. Due to its specialism in all things coffee - it achieves high buying volumes - scale economies and utilizes international sourcing, some from fair trade suppliers. H. Pacific Coffee has grown substantially over recent years. I. A focused strategy is in place for human resource management and development. People are key to Pacific Coffee's business and it invests time and money in training people, and retaining and developing them. J. People like Pacific Coffee atmosphere

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