

# Example of swot essay

[Business](#), [Company](#)



### S. W. O. T. Analysis

Companies conduct a SWOT analysis as it gives them insight into the internal strengths and weaknesses and the external opportunities and threats. This allows managers to identify problem areas along with possible opportunities that the company can benefit from. The first strength of the company is their aim to the large scale expansion program. This expansion would allow the company to expand their customer base and increase publicity in other areas. The second strength lies in the company's ingredients. Sandwich Blitz is applying for copyrights to their ingredients. This strategy will limit competitiveness from similar chains in the market.

One of the weaknesses of Sandwich Blitz is the large scale expansion. If the company expands in other areas it would create problems for the service and product standards. Currently, every employee is trained on-site towards empowerment; large scale expansion may limit this training opportunity for the employees. Another weakness for Sandwich Blitz lies in the ROI of 30%. This ROI does not suggest a satisfactory amount of profit, and the company could increase this by increasing advertising. The management must ensure that whichever advertising medium is used it must reach the potential customer (Ideas & Insights for full service Restaurants).

The large scale expansion opens up opportunities for the company. In a competitive environment companies need to take bold steps in order to differentiate themselves from competition. By opening branches in other areas Sandwich Blitz may be able to attract more customers if they do this before their competition. The company can take full advantage of the untapped markets and attract potential customers. To further increase

awareness, Sandwich Blitz may take advantage of the social media network such as; Facebook and Twitter.

The greatest threat for Sandwich Blitz lies in the industry itself. Most restaurants are similar to Sandwich Blitz; this makes it difficult for them to stand out in the intense competition. Sandwich Blitz needs to brand itself, as the brand defines everything the restaurant would stand for and all business activity revolves around this brand image. Damien in this case needs to devise a branding strategy for Sandwich Blitz (FSR magazine)

## **Works Cited**

" Branding: Essential For All Restaurants." FSR magazine. N. p., n. d. Web. 19 Feb. 2014. .

" FSR." Ideas and Insights for Full-Service Restaurants . N. p., n. d. Web. 19 Feb. 2014. .