

# SWOT Analysis

Analyze the business by identifying the strengths, weaknesses, opportunities and threats based on the scenario.

		<b>Mario's Bistro</b>
<b>S</b>	<p><b>STRENGTHS:</b>                      What are the strengths of the business?                      Why do customers eat there?</p>	
<b>W</b>	<p><b>WEAKNESSES:</b>                      What could be improved?                      What are the customer complaints?</p>	
<b>O</b>	<p><b>OPPORTUNITIES:</b>                      What will you be able to do?                      What trends does this take advantage of?</p>	
<b>T</b>	<p><b>THREATS:</b>                      What obstacles do you face?                      What is the competition?</p>	