[A blue and white sign

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Restaurant SWOT Analysis Template Example

**Strengths +**

* Our past few restaurants have been a hit, so we have developed trust with our community as we open this new restaurant.
* We also have a strong social media presence from our professional photography and colorful interior design.

**Weaknesses -**

**Opportunities +**

**Threats -**

* There is scheduled construction on the pipes in front of our street that might slow down foot traffic to the restaurant.
* Winter causes fewer people to come in.
* We should invite food influencers to dine with us and post about us.
* We should partner with another restaurant to provide cross promotion.
* Our menu is too large, and it’s hard to make sure there is a consistent level of excellence across all dishes.
* We need to dedicate more time to staff training

Restaurant SWOT Analysis Template

**Strengths +**



**Weaknesses -**

**Opportunities +**

**Threats -**



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