

SWOT Analysis – Tony’s Italian

	Strengths	Weaknesses
Internal	<ul style="list-style-type: none">• Grandma’s secret Sicilian pizza dough and sauce recipes• Tony’s is popular with established customer base in tri-state area• Tony’s strong family values and appreciated homely feel	<ul style="list-style-type: none">• Menu choices limited to pizza and beverages• Many delivery customers not aware of Tony’s 2 dine-in locations• Existing team not experienced working in family restaurant
External	<ul style="list-style-type: none">• Population and income growth in tri-state area enlarge addressable market• More families in tri-state area who bring expectation of modern city lifestyle to local area• Few dining choices leave room for new restaurant	<ul style="list-style-type: none">• Capital requirement for expansion increases financial risks of Tony’s small business• Only few local suppliers of fresh produce• Customers may not enjoy the rebranded restaurant and choose other pizza parlors instead