

Example Completed SWOT Analysis: Home-Based Café

This fictional example shows how a small UK café, run from home and selling at local markets, might complete a basic SWOT analysis.

STRENGTHS (Internal positives – what you do well)	WEAKNESSES (Internal issues – what holds you back)
<ul style="list-style-type: none">- Well-loved family recipes- Strong social media following (Instagram)- Regular local market stall with loyal customers- Low overheads due to home-based kitchen	<ul style="list-style-type: none">- Limited capacity (can't scale up easily)- No delivery service in place- Packaging is inconsistent- Not yet fully registered for food hygiene rating
OPPORTUNITIES (External positives – trends or openings)	THREATS (External risks – changes or challenges)
<ul style="list-style-type: none">- Rise in demand for locally made and vegan baked goods- Local council offering market stall funding for new traders- Potential to expand via online orders or pre-orders- Collaborations with local cafés or farm shops	<ul style="list-style-type: none">- Rising cost of ingredients and utilities- Increased competition from larger bakeries using delivery apps- Unpredictable weather affecting market attendance- Supply chain issues affecting baking ingredients
Other Thoughts or Next Steps:	Locals seem very keen on green issues competitors offer delivery

Next Steps:

What's the one action you can take in the next 7 days based on this SWOT?

- Explore courier options for local deliveries
- Apply for local food trader grants
- Invest in eco-friendly, branded packaging