

Bean There: SWOT analysis

Will a new café near a school thrive? Sort the facts, explain their impact, then judge.



NAME _____ CLASS _____ DATE _____

LEARNING GOAL

I can use a SWOT analysis to judge a business and suggest what it should do.

SUCCESS CRITERIA

- ☐ I can sort factors into **internal** and **external**.
- ☐ I can explain each factor's impact using **which means**.
- ☐ I can link factors and judge what matters most.

1 Read the case study

12 facts

Bean There is a small independent café opening this September on Kestrel Road in the market town of **Tallowford**. Its owner, Jo, wants to serve pupils from Tallowford Academy before and after school, and local adults during the day. It will open Monday to Friday, 7:30 am to 4:30 pm.

- 1 Jo has worked as a barista for **8 years** and holds a food hygiene certificate.
- 2 There are only **18 seats**.
- 3 A large coffee chain will open a branch on the High Street, **600 m** away, next March.
- 4 **250** new homes are being built 400 m away. The first families move in next spring.
- 5 The café is **120 m** from the school gates, on the route most pupils walk home.
- 6 Pupils must stay on the school site at lunchtime, so they can only visit before 8:40 am or after 3:20 pm.
- 7 Bean There has no website or social media yet, and few people in town have heard of it.
- 8 The parents' association wants a local firm to supply drinks and cakes at its **6** parents' evenings a year.
- 9 Food is made fresh on site each morning, including a **£4.00** student meal deal (a sandwich and a drink).
- 10 Jo's supplier has raised the price of coffee beans by **15%**, from £20 to £23 per kg.
- 11 The town council offers new businesses free adverts in its newsletter, delivered to **9,000** homes.
- 12 Costs are **£1,850** a week, leaving just **£250** profit.



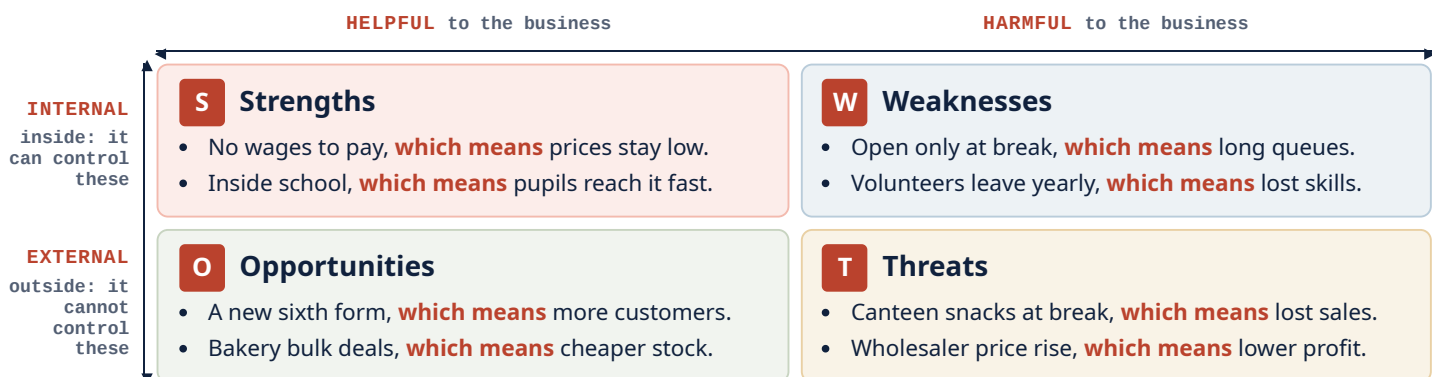
DAILY CUSTOMERS	AVERAGE SPEND	DAILY REVENUE	WEEKLY REVENUE	WEEKLY COSTS	WEEKLY PROFIT
120	£3.50	$120 \times £3.50 =$ £420	$5 \times £420 =$ £2,100	£1,850	$£2,100 - £1,850 =$ £250

Forecast for a school-term week. Costs: rent £400 + wages £650 + food and drink stock £700 + bills £100 = £1,850. Coffee beans are £160 of the stock bill.

2 How a SWOT works

MODEL: A SCHOOL TUCK SHOP

Read the two axes first. Every point gives a fact, then its impact.



Your SWOT, strategy and judgement



3 Build Bean There's SWOT

8 marks

Write the fact numbers in each box, then explain two of them with which means ...

	HELPFUL to the business	HARMFUL to the business
INTERNAL inside: Jo can control these	S Strengths FACTS _____ <i>What does Bean There have that will win customers?</i> _____ _____ _____	W Weaknesses FACTS _____ <i>What inside the café could cost it sales?</i> _____ _____ _____
EXTERNAL outside: Jo cannot control these	O Opportunities FACTS _____ <i>What is happening in Tallowford that Jo could use?</i> _____ _____ _____	T Threats FACTS _____ <i>What could hurt sales? Bean rise: £_____ a week.</i> _____ _____ _____

4 TOWS: link two facts, then say what Jo should do

6 marks

S + O Use a strength to grab an opportunity FACTS _____ + _____ _____ _____ _____	W + O Fix a weakness using an opportunity FACTS _____ + _____ _____ _____ _____	S + T Use a strength to defend against a threat FACTS _____ + _____ _____ _____ _____
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5 Judge: what is the most important factor?

6 marks

The most important factor is _____

because _____

which means _____

This matters more than _____

However, it depends on _____



Weigh it up: which factor could change the **£250** weekly profit the most, and how soon? A threat arriving next March may matter more than a small weakness today.