SWOT Analysis for Downtown Restaurant, Atlanta

Name:

Institution:

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Downtown Restaurant, Atlanta is a new establishment that will open in the next two months in Georgia. This task embarks on exploring the features of a website that will help in enabling customers to know more about this restaurant. It is a SWOT analysis that compares the restaurant’s website, that is yet to be established, with the websites of three other readily established restaurants. The websites chosen for this task are the Varsity, Georgian Terrace, and Big Kahuna, all located in Atlanta.

**Food Type**

Downtown Restaurant, Atlanta will serve various types of foods, most of which are also served by other local and national restaurants. These include the Korean BBQ, grill marinated beef, Southern Pastries, potato chips, pizza, burgers, seafood, Salmon, rice, green vegetables among others. The restaurant will also offer other kinds of meals as per the customer’s specifications on order.

**Strengths**

The design of each website is a major strength. The description, location, events, meetings, press, gift cards, and contacts are common features among the three. The Georgian Terrace website is unique as it has sections for awards, photos, and press located below the page (Georgian Terrace, n.d.). The varsity’s website uniqueness is founded on having seven different locations and has a section that discusses charity activities (Varsity, n.d.). Big Kahuna’s website has its logo and adopts a simple design. Its major strength is the inclusion of as much details as possible for every item.

Some of the features to be included in the Downtown Restaurant’s website include the location, description (about us), meeting, and contacts. These features are essential in enabling the clients to have some basic knowledge about the restaurant.

The three restaurants also have a section that depicts their use of social media. This is a section that Downtown Restaurant cannot evade as the social media tools are more accessible to the clients than any other means of communication in the contemporary context.

**Weaknesses**

There are some items included in the three websites that would not fit for a new restaurant. The Georgian Terrace, for instance, has a section for awards (Georgian Terrace, n.d.). This is one aspect that Downtown Restaurant is yet to accomplish.

It is also quite early to include a section on events since the new restaurant will first focus on building a strong customer base. Once this goal is accomplished, the events section can be included amidst the belief that there will be interested parties, particularly those who will have experienced the hotels’ environment.

The section about press will also come afterwards as this is concerned with the restaurant’s reputation. There is nothing to present so far as the restaurant is yet to commence operations. This would align with the design adopted by the Big Kahuna Website which excludes the press section (Big Kahuna, n.d.).

**Opportunities**

There are various opportunities that the new Downtown Restaurant, Atlanta can take to ensure its popularity. In alignment with events, the restaurant can begin with kid’s fun day as a way of attracting customers and ensuring that the potential customers get a taste of the uniqueness to expect with the new restaurant.

Another opportunity concerns the inclusion of the mission and vision statement in the website. This serves to present the restaurant as a unique place to visit in comparison with others in the same location or industry. None of the three websites chosen have such items. This would be a way of promising great service to the potential customers of the Downtown Restaurant.

Instead of embarking on the Menu in entirety, the Downtown restaurant website may embark on one kind of meal that makes it unique when compared with the competitors. The section of “food” therefore, may entail a focus on either a specific cuisine that is not offered in the three restaurants chosen herein. Having the entire listing of food offered in Downtown Restaurant would be an opportunity to enhance its competitiveness as the two of the restaurants chosen, the Varsity and the Georgian Terrace, have incomplete menus.

**Threats**

A major threat to each website is that there are so many items to click before one gets an idea of what is offered. This might be tedious to the internet users who are used to receiving a list of everything in one page. For the Varsity, for instance, exploring all the seven locations may be time-consuming. It would just have been appropriate to have a website for each one of them particularly because each has a unique name in relation to the Varsity, such as the Varsity Norcross (Varsity, n.d.).

The popularity of the social media is a limitation to every website created in the modern context as the current generation prefers the former to the latter. The website may, therefore, be costly but yield little to the restaurant’s profitability as compared to the social media yet most restaurants put most of their information in the website.

Another limitation is that the website comprises of several features that may not be of interest to a potential client. Updating the website to include a current event would be recommendable as a way of sensitizing customers to visit the website from time to time.

References

Big Kahuna (n.d.). Big Kahuna. Retrieved from <http://bigkahunaatl.com/>

Georgian Terrace (n.d.). Welcome to the Georgian Terrace. Retrieved from https://www.thegeorgianterrace.com/

Varsity (n.d.). Welcome to the varsity: What’ll ya have?Retrieved from <https://www.thevarsity.com/>