

## Chapter 3: External and Internal Analysis: Strategic Factor Analysis (SWOT)

SWOT analysis is a strategic planning tool that can be used by “La Boulangerie Boul’Mich” managers to do a situational analysis of the organization. It is an important technique to map out the present Strengths (S), Weakness (W), Opportunities (O) & Threats (T). “La Boulangerie Boul’Mich” is facing in its current business environment. The SWOT Analysis framework helps an organization to identify the internal strategic factors such as - strengths and weaknesses, & external strategic factors such as -opportunities and threats. The SWOT Analysis or Matrix enables the managers to develop four types of strategies:

- SO (strengths-opportunities) Strategies,
- WO (weaknesses-opportunities) Strategies,
- ST (strengths-threats) Strategies and
- WT (weaknesses-threats) Strategies.

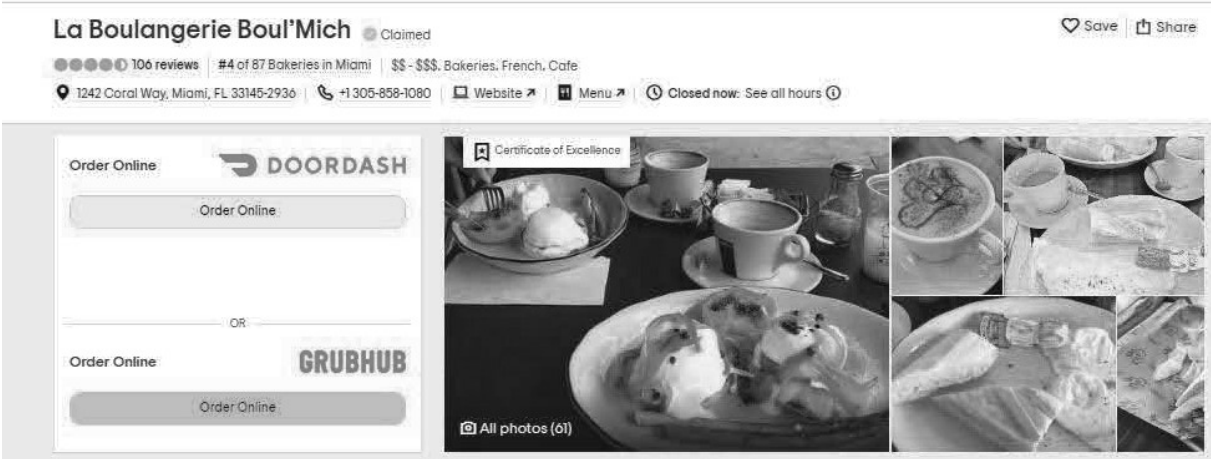
### Strengths

“La Boulangerie Boul’Mich” has several strengths as a business. The main strength lies in the fact that they have a wide range of products that can meet the needs of a wide range of customers. As a French artisanal bakery established in Florida since 1998. Its cozy atmosphere and its trendy interior based on a vintage style and its strategic location gives it a competitive strength. People see this bakery as a symbol of luxury, fine food and healthy food. Its many sandwiches, burger, and vegetarian dishes give it the support of the vegetarian community. The United States being a country with many very caloric restaurants, the bakery has considerable strength.

Due to this fact, the main principle of the company being to improve the diet of Americans by offering many very low-calorie but delicious and highly sought-after dishes. It is a brilliant idea, because it is done a lot in restaurants and fast food but very rarely in bakeries. The possibility of being able to be delivered to your home thanks to new services like Uber Eats and Grubhub is an ingenious idea which represents an important force for the company. As ingenious as having a website updated every day, modern and which makes online ordering possible. This possibility limits the loss of time and allows customers to see directly the dishes offered on the site, as well as the daily promotions. Promotions which are also shared on all social networks of the bakery.

Moreover, we can observe new products, every week on its website, La Boulangerie newest menu item is the Dulce de Leche Croissant. Freshly baked with fresh, natural ingredients, this pastry is a sweet bite of bliss that is warm to the touch and buttery to the palate.

This daily presence on social networks is a genius strategy because it reminds its customers of its presence and procures them an extensive knowledge about target market. This significant presence on the networks has also led to numerous comments on websites such as Trip Advisor. This choice of company allows them to further expand their number of customers.



**Illustration 5: Trip advisor reviews - [https://www.tripadvisor.com/Restaurant\\_Review-g34438-d8621162-Reviews-La\\_Boulangerie\\_Boul\\_Mich-Miami\\_Florida.html](https://www.tripadvisor.com/Restaurant_Review-g34438-d8621162-Reviews-La_Boulangerie_Boul_Mich-Miami_Florida.html)**

## Weaknesses

The biggest weakness of the bakery is its location in only the State of Florida. This prevents the bakery from being known throughout the country for the moment. It is only Floridians who are targeted as customers and this greatly limits the number of potential customers. The large size of the country allows it to bring many completely different people with different desires. Florida being a single state, it suffices that the current trend in Florida is for example junk food, to be left for the bakery with a very small number of customers.

Across the country, more and more people want to eat healthy and have a balanced diet, which would increase the number of customers of the company. another major weakness of the company is its French nationality. As in most cases, this nationality gives it an advantage, just as it can also be seen as a weakness. Due to this fact, some Americans are not at all to favor companies of foreign origin. For some, this is equivalent to accepting mass immigration to the United States.

Therefore, even if these people are a minority, it must be count among the weaknesses because we do not know what image will have the Americans of France in the future.

## Opportunities

There are many opportunities available for “La Boulangerie Boul’Mich”. The online market is something which the bakery is yet to expand into. The availability of ordering online is expected by the modern customer and the bakery offers them this possibility. We could say that the bakery uses all the digital opportunity reaching and provides very good use of it. The opportunities that social media and the internet offer are endless and with the developments already carried out by the company, it goes without saying that it has been seizing this opportunity for a while now.

The biggest opportunity for this bakery is its national and even international expansion. Its owners already in possession of numerous restaurants throughout America, there is no doubt that its expansion is due only to its notoriety. As we can see on its website, the company is also in full expansion project, without for the moment having no information on the place.

## Threats

There are still some threats which pose a risk to “La Boulangerie Boul’Mich”. International chains of bakeries are well known by the Americans and this could be dangerous. This could pose a threat for the bakery, as consumers could chose big chain if bakeries where they know well the name of the brand. With the new consumers, always more exigent, the image of a product and a brand is the most important. If the place is known and considered "the place to be", then customers will come to this place to post photos on the networks. The influence of social networks has completely changed the fact, the image is so important these days, that there is no point in going where people does not want to go. You must go where everyone wants to go, to show and be able to say, "I was there". This is the current trend in our world, and with the ever-increasing number of web influencers, this trend will grow more and more.

Therefore, the threat of large chains known worldwide is therefore very serious. While expansion could be an opportunity for the bakery, it could be also a threat. Because entering in new markets signifies entering new cultures, it will become difficult to keep standardization. Due to this fact, this could mean a loss of brand recognition and customer loyalty. Every country or state has its culture, and its way of life. The time of lunch is not the same, as is the diet. With all these changes, the company risks being faced with a loss of its values and the image it wants to convey.

In order to overcome some of the weaknesses and threats posed to “La Boulangerie Boul’Mich”, there are several recommendations to be made. This bakery could diversify and expand into foreign markets. the company could expand its target customers by opening a new bakery in a state other than Florida before entering real foreign markets. This would allow the bakery to already take the temperature and analyze the changes to be made, and the possible problems that she might already encounter in the same country.

To summarize, the opportunities available for this company are huge and it is up to it to seize them. In view of the projects already undertaken by the company, the brand is likely to grow and to be more and more known.

## Conclusion

Whilst there are some recommendations to be made, “La Boulangerie Boul’Mich” is growing more and more notably with its future opening planned. Its presence on networks and its modernity, gives it a huge advantage and can propel it very high if it continues this path. The bakery’s great strength is its establishment already well in terms of networks and has an already existing community on the web. This business must persist on this path because today's consumers are more and more demanding and satisfying them becomes much more than the work of a simple baker or pastry chef.

In summary, “La Boulangerie Boul’Mich” has many strengths and opportunities, which can be used to expand the business, but also some threats and weaknesses it must consider by expanding in the future. From this SWOT Analysis it can be concluded that “La Boulangerie Boul’Mich” may have some difficulties in the future to expand its brand, however it makes a good investment and should succeed in its future plans for expansion thanks to its many strengths, which will multiply over time.