A SWOT analysis is vital since it ensures that the firm is ready for any challenges that come up. It also shows that they are aware of their strengths and weaknesses. The firm must consider both internal and external factors that would affect the company’s performance to be successful.

**THE RUSTIC BARN SWOT ANALYSIS**

|  |  |
| --- | --- |
| **STRENGTHENS**   * A wide range of events to choose from * Personalization to provide the customers satisfaction * The location * Guest house * Everything on site | **WEAKNESSES**   * High cost to employ our team * Just opened, have not established loyal customers * Limited availability until we expand |
| **OPPORTUNITIES**   * More business with joint venues * More alliances and co-branding * Newer and better services | **THREATS**   * Unstable economy * Competing venues * Availability of customers who desirer the rustic feel * Limited funds and finances * Bad weather |

A SMART goal is also a great thing for a company to have. A SMART goal is a specific, measurable, achievable, and realistic and time related goal that the company has for itself.

**OUR SMART GOALS**

1. The rustic barn will host two events the in the first month it is opened.

2. The Rustic Barn will have established five reliable vendors within the first six months.