

SWOT Analysis Grid			
For: Clean EatZ Kitchen			
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	STRENGTHS	WEAKNESSES	
Questions to ask when thinking about your businesses strengths:			Questions to ask when thinking about your businesses weaknesses:
- What do you do well?	Creating a sense of community from it's customer base and creating a welcoming environment for anyone to join. Specifically, they have a community of people who have shared their weight loss journey.	-not able to customize meals because they are made in bulk. -website is not very user friendly. text is should be left aligned, outside links do not open in a new tab, no contact us page, only an email address in the footer.	- In what areas fo you need to improve?
- What are your unique skills?	The company's commitment to customer satisfaction and transparency fosters trust and loyalty that I feel is unique to Clean EatZ. They are transparent about the nutritional content of their food, and they also stated in their FAQ that they do not use buzzwords like "all natural" that are not defined by the USDA/FDA in order to sell more products.	Clean EatZ Franchising has a revenue of \$37 million. Clean EatZ Kitchen has a revenue of <\$5 million. I think more money could be spent on marketing to increase brand awarness for the meal delivery service. When searching meal delivery services in Google, Clean EatZ Kitchen does not show up as a result.	- What resources do you lack?
- What expert or specialized knowledge do you have?	Clean EatZ Kitchen has expertise in preparing meals that meet nutritional standards for certain lifestyle goals, such as losing weight or building muscle. They also show expertise in food preparation handling by being one of the few USDA-inspected meal production company's in the country, having an inspector on site monitoring food handling and storage procedures.	Based on reviews, it appears that the Superfoodz powder supplement (5 reviews) and Protein Powder supplement (16 reviews) are not popular.	- What parts of your business are not very profitable?
- What experience do you have?	Clean EatZ (the restaurant) launched Clean EatZ Kitchen (the meal delivery service) in 2017. They currently have 4 distribution centers (2 in North Carolina, 1 in Utah, 1 in Missouri).	Clean EatZ needs to expand into different dietary preferences. They have no vegan items, nothing even vegetarian that I could find. Their meals seem to be high in fat which may appeal to people interested in keto, but does not offer options for people who follow a low fat diet.	- Where do you need further eduction and/or experience?
- What do you do better than your competitors?	Affordability of the meals. At \$8.29 per meal, Clean EatZ is cheaper than its competitors. Clean EatZ Kitchen does a better job at connecting with its customers on social media than other companies. When comparing Clean EatZ Kitchen's facebook page to Factor's, Clean EatZ replied to every customer comment, both positive and negative. Factor replied to no comments, including negative ones that should have been addressed.	Issues with shipping-some orders do not make it to the customer in time and the food is no longer safe to eat.	- What costs you time and/or money?

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