

SWOT Analysis: Ice Cream Freezer vs. Ice Cream Dispenser

STRENGTHS of ICE CREAM FREEZER:

- 🍌 Individually and single-serving size packaged, consistent serving sizes
- 🍌 Decreased mess during service
- 🍌 Increased variety
- 🍌 Refill only required at the end or beginning of every lunch

WEAKNESSES

- 🍌 Increased cost due to increased variety.
- 🍌 Not the same variety at night due to the sundae bar
- 🍌 Even with the variety of the single-serve ice creams in the freezer, the dining room must still maintain tubs of ice cream for dinner service.

OPPORTUNITIES

- 🍌 Increased profit/rebates

THREATS

- 🍌 Electricity may not be available and lose product

STRENGTHS of ICE CREAM DISPENSER:

- 🍌 Decreased cost of product itself
- 🍌 Easier for residents to eat (softer)

WEAKNESSES

- 🍌 Working parts not obtainable.
- 🍌 More daily cleaning
- 🍌 Require extra labor to refill/maintain machine throughout shift.

OPPORTUNITIES

- 🍌 Self-serve for increased resident self-confidence

THREATS

- 🍌 Electricity may not be available and lose product
- 🍌 Working parts may either stop functioning correctly or working parts may not be available for purchase and installation