

SWOT Analysis: Explorer Beans

Ohio Union | Late-Night Coffee + Alcohol Concept

Strengths

- Prime on-campus location with built-in student traffic
- Unique hybrid offering: coffee + alcohol, open late
- Appeals to students seeking an inclusive, relaxed evening space

Weaknesses

- Brand identity challenge (café vs. bar)
- Requires alcohol licensing and compliance
- Added costs for staffing and security during late hours

Opportunities

- Few local competitors offering both coffee and alcohol
- Unmet demand for late-night, non-bar social spaces
- Potential for events, club partnerships, and campus engagement

Threats

- Existing venues like Kafe Kerouac may already serve similar needs
- University or parent resistance to on-campus alcohol service
- High upfront investment for equipment, inventory, and staff