

oStrengths: oHigh quality and healthy Mediterranean food oGood music, they offer a different selection of music for different people.oCasbah provides healthy and high quality food which is affordable oCasbah markets their business as an alternative to fast food restaurants because busy families are starting to be aware of the different diseases that result from eating junk food.Sabi Attyah Email: sabi@chorus.net, Phone : 6086951426 0 Loading...Sabi Attyah Email: sabi@chorus.net, Phone : 6086951426 0 oSales : Increase sales by 15% in 2008 oProfit: Increase profit by 6–8 % for 2008 oConsumer objectives: oTo keep business going with customers.Sabi Attyah Email: sabi@chorus.net, Phone : 6086951426 0 oOpportunities: oFinancial gain and staying in business.oThreats: oA lot of restaurants that compete with the Casbah restaurant are located in the downtown area so they are always in high competition.oTo improve restaurant's reputation so it will be known between consumers therefore, they will spread a good word if they are happy oTo target customers in the Illinois state area in Chicago.oOffer a variety of food for students and older generations oThey employ a good number of .college students