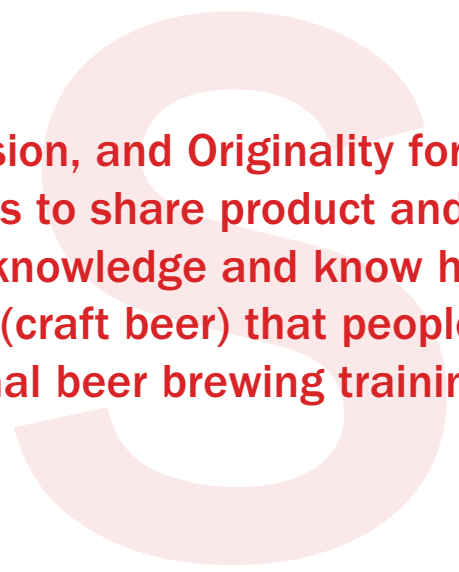
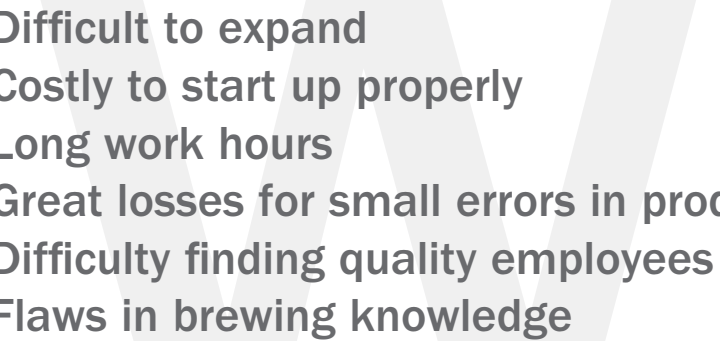



SWOT- Starting a Micro-Brewery Business*

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- Love, Passion, and Originality for beer making
 - Willingness to share product and knowledge
 - Business knowledge and know how
 - A product (craft beer) that people want
 - Professional beer brewing training

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- Difficult to expand
 - Costly to start up properly
 - Long work hours
 - Great losses for small errors in production
 - Difficulty finding quality employees
 - Flaws in brewing knowledge

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- Local population wants new experiences and social outlets
 - Population wants a quality/unique product
 - Brewing ingredients are easy to procure
 - Product is growing in popularity
 - Knowledge of beer is becoming more common
 - Majority of population fits consumer target market

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- Existing local breweries and brew pubs
 - Existing local bars and night clubs
 - Local package stores and groceries that sell beer
 - Knowledge of beer is becoming more common