

Strengths

1. Are your ingredients in your food fresh?

The ingredients inside the sandwiches are high quality that are from local farms in the area to ensure freshness to all customers.

2. How many locations do you have across the United States?

There are over 1500 locations in the United states and are 140 locations in Los Angeles and Orange County.

3. What is your best item on the menu?

The best menu item that is bought the most is the #7 which is the turkey and provolone cheese sandwich that is hormone free and is also antibiotic free.

4. Is the meat in your stores freshly cooked and cut?

The meats in the sandwiches are cooked daily and cut in front of the customer when ordering.

5. Is the bread for your sandwiches baked fresh everyday?

The bread in the store is baked fresh daily before the opening of the store to assure freshness and quality in their product.



6. Do you serve any allergens in your food such as peanuts other than your desserts?

They do not serve any products with the major allergens because they are careful and considerate of what they are feeding their customers to make sure that the customer's visit is great.

7. How long have you been opened for?

Jersey Mike's has been opened for 62 years and they are planning to stay open for many more years to come.

8. Is your food company well-known to the people in the United States?

Yes. The advertisement is not forcing you to go to Jersey Mike's but informs people of what they do and how they excel in their line of work.

9. Does your business franchise to people to expand to different places?

Yes it does. Jersey Mike's allows people to open up franchises as long as they follow the requirements and pay for the equipment that is mandatory. It allows the franchiser to own many different locations as long as it is outside of the 1 mile radius.



10. Do you partner with different charities around different locations to give back to the community?

The national cooperation of Jersey Mike's covers for all the locations during the month of giving to give away most profits to local charities within each Jersey Mike's locations.

11. Do your employees treat the customers with respect during their visit at the store?

Yes. Jersey Mike's has a very specific kind of person that they want to hire to make sure every customer has a great visit and is treated with respect while getting their order.

They want to treat the customer like a friend by starting a conversation.

12. Is the food you serve made in front of the customer or is it covered?

The submarine sandwich is made directly in front of the customer to make sure the customer gets everything that want in their experience at Jersey Mike's.

13. Do you advertise your business online and on commercials or do you advertise by a sign on a store or billboard?



Jersey Mike's advertises as much as they can such as using online ads, commercials, signs, and billboards such as the big sign at Angels Stadium. They are starting to advertise on social media to attract the younger generation to eat at the store.

14. Do you provide an image and ingredient list of your product when customers are looking at your website?

They provide an image online to inform the customer what the product looks like and provides the nutritional facts in order for the customer to know what they are eating.

15. Does your food chain deliver to people in the local area of the store?

They use separate companies such as Uber and Doordash to deliver in the local area. Jersey Mike's also has online ordering to make the visit to the store faster and more efficient.



Weaknesses

1. Which companies are your biggest competitors?

“Everybody is a competitor” - Dan Ciscel, franchise owner. Jersey Mike’s strives to be the best in the competition, instead of singling out and tearing down other companies.

2. Are any competitors having more success than you?

Overall, Jersey Mike’s rises above its competitors, but they believe that Subway is more successful in the advertising department because they are able to afford lots of television commercials.

3. What might competitors say is your biggest weakness?

Jersey Mike’s sandwiches are more expensive than the sandwiches of most other sandwich shops, so customers who are looking for a cheap option may head somewhere else.



4. Have any customers had health issues related to eating from Jersey Mike's?

Yes, but very rarely. Some previous customers who have gone to a Jersey Mike's have gotten sick. There was a time when an elderly man fell off a chair but his health bill was paid by the owner.

5. Do you feel that small sandwich businesses or larger sandwich chains take more potential customers from you?

It all depends on the quality of the restaurant's food and service.

6. Is the price of an item depended on its popularity or quality?

Prices are decided collectively between all franchises based on food and labor costs.

7. What is your worst selling item?

The owner could not reveal this information, but told us that two items were not selling well and would most likely be removed from the menu soon.



8. Have you discontinued any items?

Yes, any item that is not selling well is discontinued.

9. Have you had to raise your prices over time?

Yes, prices will raise sometime in the near future due to the cost of minimum wage rising.

10. What is one item that needs improvement?

There is not a specific item that needs improvement as much as basic principles such as keeping the stores clean, continuing to make sandwiches correctly, and working out kinks in online ordering.

11. Do your employees get paid minimum wage?



When first hired, employees receive minimum wage, but over time they often receive raises.

12. Why doesn't Jersey Mike's have more international franchises?

International franchising is not the owner's area of expertise, but he knows that Jersey Mike's plans on expanding to the United Kingdom and Mexico.

13. Has Jersey Mike's had to shut down any franchises?

Yes, the owner knows of 2 franchises that have been closed, and recalled that one was due to a family illness.

14. When an order is messed up and a sandwich has to be restarted, is the first sandwich thrown away?

This varies, depending on how badly the sandwich was messed up: uncontaminated products can be reused, or else the sandwiches are eaten by staff members or thrown away.



15. Do you think your franchise would have more success in a different location?

The owner shared that he most likely would have picked a different location if he had been as educated on the importance of location as he is now. A customer base had to be built from scratch for the restaurant on Brookhurst and Adams.



Opportunities

1. What are ways that you can add variety in your menu?

Jersey Mike's has added gluten free bread for an additional \$2 and chicken cheese steaks to add more variety.

2. Do you have any plans to expand abroad?

They plan to expand to Australia, Hawaii, Canada, Mexico, and the U.K.

3. How can you introduce healthier options?

Jersey Mike's is constantly reevaluating the menu, and they currently partner/pay other companies to make gluten-free bread for healthier options.

4. Are you planning to expand your menu to satisfy vegetarians?

There is a vegetarian sub-sandwich to satisfy vegetarians, but it is not a major selling point.



5. Have you ever thought about going into the food truck business?

Jersey Mike's Short Grill in Long Beach makes more food truck-like items, but they have found that sticking to the original Jersey Mike's layout works best.

6. What other locations do you want to expand to?

They plan to expand to Australia, Hawaii, Canada, Mexico, and the U.K.

7. What are some other ways to promote your business?

Jersey Mike's has a loyalty program, banners at sports stadiums and schools, and the "A Sub Above" campaign. They also participate in cross promotion and charity events and have advertisements with Red Plum.

8. Are there any other countries that look good to establish in?

Australia, Canada, and Mexico look good to establish in and are a big interest of Jersey Mike's for franchising.

9. Is there any new equipment / technology that looks useful to invest in?

Jersey Mike's tries to keep up with new Social Media to advertise to younger generations.



10. Are there any plans for renovations or design changes?

Jersey Mike's is planning to fix or replace old technology and expect an image refresh in the next couple years. They retrofit about every 10 years to fit the people and new trends in design.

11. What other offers are you getting from different companies?

Jersey Mike's likes to partner with local companies to advertise product at schools/sporting places such as Seaview Little League and Edison High School.

12. Do you have any plans to make commercials on T.V. to advertise?

Yes they do some TV commercials, but not a lot because they are very expensive.

13. Do you advertise on social media (Instagram, Twitter, Facebook, etc.) and if so, in what ways do you plan to gain more publicity/followers?

Yes, they advertise on social media and they also pay for advertisement on highly followed accounts.

14. Have you thought about making a drive-through service?



Yes, but sticking to what they have seems to work best since they are not experts in it.

15. Have you considered making a breakfast menu and extending to opening at earlier hours?

Yes, Jersey Mike's has a breakfast sandwich but it is not offered in California because the item doesn't produce a high profit since there are other places that specialize in breakfast.



Threats

1. What does the competition do better?

Competition will know things that your company doesn't know, and have different points of views on how to make a business successful.

2. What would happen if a customer got a product that is not fresh and up to store standards?

The employee would fix the order to satisfy the customer.

3. Are other competitors making more profit than you?

Yes, obviously bigger, international, more well known companies like Mcdonald's are making more profit.

4. What happens if you run out of a certain material or product?

This would have to be a very extreme case, as Jersey Mike's prioritizes having all of the needed ingredients in each store. If this occurred, the product would be replaced as soon as possible.



5. Is there a certain amount of profit you need to make? Can you always make it?

Yes, every year Jersey Mike's needs to make between \$193,204 - \$660,442. All the Jersey Mike's owned by Dan Ciscel are able to make this.

6. Are other small sandwich businesses a threat like large businesses?

Any other sandwich companies that Jersey Mike's customers like to go to is a threat. A company's quality and price play huge parts in the amount of customers they receive.

7. Does suing have a big impact on how many customers you have?

It costs them maybe a few customers, but not very many so it will keep most of the regular customers coming.

8. Are you able to adapt to new and changing technology?

Yes, especially when old materials aren't helping at all.

9. What is the outcome of an employee failing to do their job correctly?

Even when Jersey Mike's is constantly retaining their employees, if an employee does in fact fail to do their job correctly they will be fired.

10. Do your competitors have superior advertising?



Depends on which specific company, but Subway would be an example of superior advertising.

11. Are there different standards, products, or services constantly being made that are hard to keep up with?

Bread is being baked fresh in each store every morning before opening, and produce is being freshly sliced, but is doable for them.

12. Are there any problems from debt or paying employees, buying products?

Yes, down payments on stores can be expensive, so for the specific franchise on Brookhurst and Adams they should be done paying off their debt by March this year.

13. Do you think one of your competitors might be more successful making them take in potential customers?

It depends on what the customer is craving, whatever is closer, or cheaper.

14. What would happen in the case of theft?

Depending on what is stolen from the store, one of the employee's might call the police, and there are security cameras to see the thief.



15. Does the increase overhead have an effect your company? If so,
What does it cause?

Yes, it helps support the business but does not provide a profit.

