
OPINION & COMMENTARY

A student's perspective: SWOT Analysis on the Wave



Matt Campbell
Reporter

Strengths:

And I have to hand it to them: the staff selection there is great. Never have I seen such an energetic, friendly group of people working hard to quench the thirsts of the common student. I also have to commend the bar for events such as Tear Factor where contestants participate in a wing-eating hot-sauce fiasco. It really gets the crowd going some nights and proves to be good time (after a couple of days of course.)

From what I gather, the Wave is a niche bar. It's a student-run, student attended bar with a great location (only steps away from the bookstore). Its got a beautiful architectural design and the facilities are amazing.

Weaknesses:

The Wave has a fundamental shortage in advertising. This doesn't mean nothing is being announced: it just means things could be improved by establishing a closer connection with student media such as the Cadre, Radio@UPEI and Weblogs@UPEI. Idea: instead of filtering drink tickets through the ranks, maybe send a number of drink tickets at the Wave to the media on the basis that they promote the establishment and run a contest. E.g. The funniest photo submitted to the Cadre gets two free drinks at the Wave. Or send them to

reporters for a favorable review... This could be applied to any avenue and creative advertising could really go a long way.

Opportunities:

This is where the Wave will succeed in the long run. If they want to attract new customers, it's imperative that the bar host more Wet/Dry events, no matter the strain. It's a reoccurring issue that has yet to be permanently dealt with.

We need the big bands. I want to see headliners, even if they are from Antigonish. The Trews were an excellent choice for NSO, and a good start for the Wet/Dry campaign but the management team needs to keep the pace up with these kind of events.

Threats:

Let's see, and let this be known that this all second hand information: Cheap drinks at JR's. Also the Wave has stiff competition coming from live bands at Myron's and not to mention the Myron's reputation - I'm not sure whether that's a threat or an advantage. That's your call. Update: Maybe the Wave won't have to worry about Myron's after all. Now that the proclaimed 'sexiest bar in town' is presently out of the picture, maybe the Wave can show some skin and grab number one.

Got Myrons? Charlottetown Doesn't



Jamie McGuigan
Reporter

In what may be the darkest hour in Charlottetown night life history, the sexiest bar in Charlottetown has closed it's doors. For a long time Myron's Cabaret has been regarded in Charlottetown as "THE" place to go when all the other bars won't let you in, or when all the classy girls have turned you down. Myron's has touched us all in some (most likely inappropriate) way. However, the "feeling yes-feeling no" atmosphere of Myron's doesn't have to end as long as we remember it. Here are some of my favorite memories.

I can still remember the first time I stumbled into Myron's. I was 16 years old, had a fake ID, and was looking for a good time. I found the answer to everything I was looking for in Betsy, a 32 year-old single mother of 2, living on government assistance. We really connected, and I thought we were soul-mates. The next morning however, she broke my heart - throwing me out of her apartment taking my soul and my virginity and spitting out the rest.

A year later, I was back. But this time I wasn't some Myron's rookie about to go home with anyone, I was a 17 year-old veteran and had new-found standards. I was drunk, had a fake ID, and was looking for adventure. I found the answer to everything I was looking for in Ashley, a 23 year-old graduate student from Saint John. We

dated on and off for 24 hours, with things going south after she revealed she had an STD. It hurt, almost as much as it did to pee for the next 3 months. Thank God for cream.

Well you live and you learn. The next few years were a haze of shots, dance offs, and unwanted pregnancies. Soon I was 21, buzzed, and looking the settle down. Once again Myron's was there for me like a brother. I found everything I was looking for in Katie, a 17 year old with a fake ID, looking for a good time. Things started off on the right foot, but she dumped me after I asked her to choose between me and her algebra homework. Who needs a Grade 11 education anyways?

Yes, they were the best of times at the sexiest bar in town. I only wish there was something I could do to keep the temple to class and abstinence open. If I had a chance to do it all over again, there are only a few things I would change. I wouldn't sneak in the backdoor and I wouldn't hide beer in my pants. I'd use the coat check instead of stuffing my jacket behind the couch in VIP room, and I'd buy another round instead of tipping the waitress. My only fault is that I didn't appreciate Myron's when it was there, and now it's gone. Farewell old friend, we will meet again some day.