# MCDONALD'S SWOT ANALYSIS

VISIT SWOT
ANALYSIS TEMPLATE

someka

| # | STRENGTHS (+) |
|---|---|
| 1 | Strong global brand recognition |
| 2 | Extensive global franchise network |
| 3 | Broad menu options catering to diverse customer preferences |
| 4 | Efficient and standardized operations |
| 5 | Effective marketing and advertising strategies |
| 6 | |
| 7 | |
| 8 | |
| 9 | |
| 10 | |

| # | WEAKNESSES (-) |
|---|---|
| 1 | Negative perception of unhealthy fast food |
| 2 | Relatively higher employee turnover in the industry |
| 3 | Limited menu customization compared to some competitors |
| 4 | Dependence on third-party suppliers for ingredients |
| 5 | Vulnerability to changing consumer preferences |
| 6 | |
| 7 | |
| 8 | |
| 9 | |
| 10 | |

| # | OPPORTUNITIES (+) |
|---|---|
| 1 | Expansion into emerging markets and regions |
| 2 | Growth in demand for healthier and more sustainable food options |
| 3 | Focus on digital ordering and delivery platforms |
| 4 | Expansion of breakfast and late-night offerings |
| 5 | Introduction of plant-based and vegetarian menu options |
| 6 | |
| 7 | |
| 8 | |
| 9 | |
| 10 | |

| # | THREATS (-) |
|---|---|
| 1 | Intense competition from other fast food chains |
| 2 | Shifting consumer preferences towards healthier and fresher food options |
| 3 | Potential negative publicity or controversies in the fast food industry |
| 4 | Regulatory changes impacting food industry practices |
| 5 | Economic downturns affecting consumer spending on dining out |
| 6 | |
| 7 | |
| 8 | |
| 9 | |
| 10 | |