



#	STRENGTHS (+)	
1	Highly skilled chefs	
2	Unique menu	
3	Prime location	
4	Strong brand image	
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#	OPPORTUNITIES (+)	
1	Growing catering	
2	New food trends	
3	Online delivery	
4	Expansion to new markets	
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#	WEAKNESSES (-)	
1	Limited parking	
2	Inconsistent service	
3	Outdated decor	
4	Lack of online presence	
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#	THREATS (-)	
1	Intense competition	
2	Rising food costs	
3	Changing consumer preferences	
4	Changing regulations	
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