



#	STRENGTHS (+)	
1	Strong brand recognition	
2	Extensive menu variety	
3	Affordable pricing	
4	Effective marketing campaigns	
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#	OPPORTUNITIES (+)	
1	Expanding into international markets	
2	Menu innovation	
3	Delivery and digital platforms	
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#	WEAKNESSES (-)	
1	Quality perception	
2	Limited healthy food options	
3	Dependence on specific market segments	
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#	THREATS (-)	
1	Intense competition	
2	Changing consumer preferences	
3	Economic factors	
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