



#	STRENGTHS (+)	
1	Strong brand recognition	
2	Diverse menu offerings	
3	Emphasis on quality and fresh ingredients	
4	Effective marketing campaigns	
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#	WEAKNESSES (-)	
1	Dependence on franchisees	
2	Limited international presence	
3	Vulnerability to food price fluctuations	
4	Relatively small market share compared to competitors	
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#	OPPORTUNITIES (+)	
1	Expansion into international markets	
2	Continued menu innovation and adaptation	
3	Growth in delivery and digital ordering platforms	
4	Health-conscious consumer trends	
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#	THREATS (-)	
1	Intense competition in the fast food industry	
2	Changing consumer preferences and dietary trends	
3	Economic downturns impacting consumer spending	
4	Potential negative publicity or health concerns related to fast food consumption	
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