



STRENGTHS (+)



- 1 Strong global brand recognition
- 2 Wide geographical presence
- 3 Value-focused pricing and promotions
- 4 Menu customization and flexibility
- 5 Strong marketing and advertising campaigns
- 6
- 7
- 8
- 9
- 10

OPPORTUNITIES (+)



- 1 Expansion into new markets
- 2 Innovation and product development
- 3 Growth in delivery and online ordering
- 4 Menu diversification and healthier options
- 5 Digital marketing and social media presence
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WEAKNESSES (-)



- 1 Limited menu options compared to competitors
- 2 Reliance on franchisees for growth
- 3 Dependence on low-cost ingredients
- 4 Vulnerability to food quality concerns
- 5 Relatively slower international expansion
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THREATS (-)



- 1 Intense competition from McDonald's, Wendy's, and other fast-food chains
- 2 Shifting consumer preferences and health trends
- 3 Economic downturns and fluctuations
- 4 Changing regulatory environment and policies
- 5 Rising labor and operational costs
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