







#	STRENGTHS (+)	
1	Strong brand and customer loyalty	
2	High-quality and consistent food	
3	Efficient and friendly customer service	
4	Effective marketing and advertising campaigns	
5	Strong franchise system	
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#	OPPORTUNITIES (+)	
1	Expansion into new markets	
2	Introduction of new menu items	
3	Expansion of delivery and online ordering	
4	Embracing technology and digital innovations	
5	Focus on sustainable sourcing and animal welfare	
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#	WEAKNESSES (-)	
1	Limited operating hours (closed on Sundays)	
2	Limited menu options compared to competitors	
3	Controversial stance on social issues	
4	Limited international presence	
5	Dependence on poultry prices	
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#	THREATS (-)	
1	Intense competition	
2	Health-conscious consumer trends	
3	Changing consumer preferences	
4	Fluctuating commodity prices	
5	Food safety and quality control	
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