







#	STRENGTHS (+)	
1	Strong brand and customer loyalty	
2	Emphasis on fresh and quality ingredients	
3	Customizable and fast-casual dining experience	
4	Commitment to sustainability and ethical sourcing	
5	Effective marketing and digital presence	
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#	OPPORTUNITIES (+)	
1	Expansion into new markets	
2	Innovation in menu offerings and promotions	
3	Growing demand for healthier fast-casual options	
4	Online and mobile ordering	
5	Delivery and catering services	
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#	WEAKNESSES (-)	
1	Food safety concerns	
2	Limited menu options	
3	Dependence on the US market	
4	Reliance on third-party suppliers	
5	Labor and operational challenges	
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#	THREATS (-)	
1	Intense competition and price wars	
2	Changing consumer preferences and trends	
3	Fluctuating food costs and supply chain disruptions	
4	Regulatory changes and compliance requirements	
5	Negative impact from foodborne illness incidents	
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