







#	STRENGTHS (+)	
1	Strong brand and customer loyalty	
2	Diverse menu options including donuts, coffee, and breakfast items	
3	Efficient and streamlined operations	
4	Effective marketing and advertising campaigns	
5	Strong franchise system	
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#	WEAKNESSES (-)	
1	Dependence on franchisees	
2	Limited international presence compared to competitors	
3	Limited product innovation compared to competitors	
4	Limited store ambiance and seating	
5	Reliance on seasonal and promotional offerings	
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#	OPPORTUNITIES (+)	
1	Expansion into new markets	
2	Introduction of healthier menu options	
3	Focus on digital and mobile ordering	
4	Expansion of store formats (e.g., drive-thru, kiosks)	
5	Focus on sustainability and eco-friendly practices	
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#	THREATS (-)	
1	Intense competition in the coffee and breakfast industry	
2	Changing consumer preferences and health trends	
3	Fluctuating commodity prices	
4	Food safety and quality control	
5	Rising labor and operational costs	
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