



#	STRENGTHS (+)
1	Strong global brand recognition
2	Extensive global franchise network
3	Wide range of menu offerings
4	Strong emphasis on taste and flavor
5	Effective marketing and advertising campaigns
6	Strong supply chain and distribution network
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#	OPPORTUNITIES (+)
1	Expansion into emerging markets and regions
2	Growth in delivery and online ordering platforms
3	Development of healthier menu options and alternatives
4	Partnerships with local brands or celebrities
5	Expansion of breakfast and snack offerings
6	Introduction of new flavor variations and limited-time promotions
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#	WEAKNESSES (-)
1	Negative perception of unhealthy fast food
2	Reliance on a few core products
3	Lack of strong vegetarian or healthier options
4	Vulnerability to changing consumer preferences
5	High competition in the fast food industry
6	Occasional controversies regarding animal welfare or environmental practices
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#	THREATS (-)
1	Intense competition from other fast food chains
2	Increasing health-conscious consumer trends
3	Regulatory changes impacting food industry practices
4	Economic downturns affecting consumer spending
5	Negative publicity or social media backlash
6	Fluctuating commodity prices, particularly for poultry and ingredients
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