



#	STRENGTHS (+)	
1	Strong market presence and brand recognition	
2	Diverse product portfolio	
3	Customer loyalty programs	
4	Efficient supply chain and distribution	
5	Investment in technology and innovation	
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#	OPPORTUNITIES (+)	
1	E-commerce growth	
2	Expansion into new markets and segments	
3	Private label and organic product offerings	
4	Strategic partnerships and acquisitions	
5	Health and wellness trends	
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#	WEAKNESSES (-)	
1	Dependence on traditional brick-and-mortar stores	
2	Limited international presence	
3	Relatively low-profit margins	
4	High levels of debt	
5	Vulnerability to food safety incidents	
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#	THREATS (-)	
1	Intense competition	
2	Shifting consumer preferences	
3	Regulatory challenges and compliance	
4	Fluctuating food costs and inflation	
5	Labor relations and workforce management issues	
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