







#	STRENGTHS (+)	
1	Globally recognized and established brand	
2	Wide range of customizable sandwich options	
3	Focus on healthier food choices and fresh ingredients	
4	Extensive franchise network and global presence	
5	Strong customer loyalty and brand reputation	
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#	OPPORTUNITIES (+)	
1	Expansion into emerging markets and regions	
2	Development of plant-based and vegetarian menu options	
3	Implementation of digital ordering and delivery platforms	
4	Strategic partnerships with food delivery services	
5	Introduction of new limited-time offers and promotions	
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#	WEAKNESSES (-)	
1	Negative perception due to competition with other fast food chains	
2	Limited menu diversity compared to some competitors	
3	Relatively higher prices compared to some competitors	
4	Dependence on franchisees for consistency in quality and service	
5	Challenges in adapting to changing consumer preferences	
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#	THREATS (-)	
1	Intense competition from other fast food chains and sandwich shops	
2	Shifting consumer preferences towards healthier and more diverse food options	
3	Regulatory changes impacting the food industry	
4	Economic downturns affecting consumer spending on dining out	
5	Negative publicity or social media backlash	
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