

## SWOT OF A FAST-FOOD BUSINESS

Strengths	Weaknesses
<ul style="list-style-type: none"><li>● Prime location with easy access from Interstate 10</li><li>● Exceptional staff with a can-do attitude.</li><li>● Combined 25 years' experience the management in the restaurant industry</li><li>● Due to the small size can provide exceptional quality by hand-selecting the market specials compared to the larger corporate competitors. Experienced staff</li></ul>	<ul style="list-style-type: none"><li>● The Company needs funding and working capital for a successful launch.</li><li>● As a new business, the Company must build its credibility.</li></ul>
Opportunities	Threats
<ul style="list-style-type: none"><li>● The increasing popularity of the industry</li><li>● Growth among demographic segments</li><li>● Expansion of the fast-food chain in surrounding areas</li></ul>	<ul style="list-style-type: none"><li>● The instability of the US economy leads to unpredictable market activity.</li><li>● Larger companies that have more resources and the ability to reach deeper into the market</li></ul>