SWOT OF A FAST-FOOD BUSINESS

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| **Strengths** | **Weaknesses** |
| * Prime location with easy access from Interstate 10 * Exceptional staff with a can-do attitude. * Combined 25 years’ experience the management in the restaurant industry * Due to the small size can provide exceptional quality by hand-selecting the market specials compared to the larger corporate competitors. Experienced staff | * The Company needs funding and working capital for a successful launch. * As a new business, the Company must build its credibility. |
| **Opportunities** | **Threats** |
| * The increasing popularity of the industry * Growth among demographic segments * Expansion of the fast-food chain in surrounding areas | * The instability of the US economy leads to unpredictable market activity. * Larger companies that have more resources and the ability to reach deeper into the market |