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.
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| **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
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