

NAME: _____

CLASS: _____

DATE: _____

You are required to do a SWOT analysis for McDonalds. Drag and Drop the correct key points based on its characteristics.

STRONG BRAND

**ADVANCE
TECHNOLOGY**

**HEALTH
CONSCIOUS**

**UNSTABLE
POLITICAL**

**AFFORDABLE
PRICE**

POOR SERVICES

**UNHEALTHY
PRODUCT**

**WIDE
DISTRIBUTION**

STRENGTH	WEAKNESS
OPPORTUNITIES	THREATS