

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