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**

LIVEWORKSHEETS