



Business lesson 4

– Answer sheet

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SWOT analysis task

Possible strengths could include:

- It is a fast-growing business and must therefore be deemed as successful.
- It has a USP (unique selling point) which is different from other fast-food restaurants.

Possible weaknesses could include:

- It only uses traditional methods of advertising, which can be costly.
- Trying to be 100% sustainable may not be possible or could be costly to the business to implement.

Possible opportunities could include:

- Advertising using contemporary methods such as social media.
- Trying to become 100% sustainable could attract more customers.

Possible threats could include:

- Is the high level of growth sustainable?
- Can they afford not to advertise on social media?

