

# [Marketing](https://assignbuster.com/marketing-essay-samples-43/)

SWOT analysis of Chinese Fast-food SWOT analysis is careful assessing and evaluation of the internal strengths and weaknesses and environmental opportunities and threats of a business organization. SWOT is widely considered to be a starting point of marketing and strategic plan and therefore it will be of greater help for the successful strategic formulation of the Chinese Fast-food. This analysis will be a tool that can help us identify areas of opportunities and strengths of the Fast-food so as to increase the market extent and weaknesses or threats that business may face so that careful action can be taken to defend.
In today’s fast-paced life standard, fast-food is becoming a trend of fast way to satisfy customers’ hunger. A large number of customers prefer fast-food restaurants rather than conventional types of hotels because customers enjoy fast-food convenience, taste and its style. Opening a Chinese fast-food near to the college, even though there will be severe competition from Starbucks and Costa, will definitively be a success step forward because a large number of students are from China and they prefer Chinese food.
Strengths
weaknesses
Quick service
Affordability
Attraction
Different preferences
Lack of customization as a new business
Many perceive it as unhealthy
Opportunities
Threats
Near to college with more Chinese students
Growing trends of students towards fast-food
High competition from Starbucks and Costa that are already established
Readily available food in other shops near to college
Strengths
Fast-food provides quick service as compared to other types of restaurants, and thus students may find it convenient for time saving.
The fast-food items will be prices at affordable prices and it is valuable for the money.
The outlook of the fast-food restaurant will be quite attractive to its customers
Weaknesses
As in the case of any product or service, customers will have different attitude and different preference to the fast-food items and they may find Starbucks or Costa as preferable.
In some cases, fast-food items or ingredients are pre-made and therefore it may not be possible to be customized according to the requirements of the customers.
Many people perceive that fast-food items are unhealthy due to some of the ingredients like ajinomoto
Opportunities
The majority of the students are from China and hence, a Chinese fast-food will be most welcomed by them.
Students normally have increased trends to fast-food hotels and this will be an opportunity for the business.
Threats
Competing with Starbucks and Costa, that are also located near to college campus, will be a difficult task
Some shops sell ready-made food packets and items and many students may prefer the packed food so that they can have at their convenient timings instead of spending time in a Hotel.