

# Marketing



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 priced 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 attitudes and different preferences 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 outlets 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.