

COMPETITIVE SWOT ANALYSIS



**To learn about SWOT Analysis go to:
www.investopedia/terms/s/swot.asp**

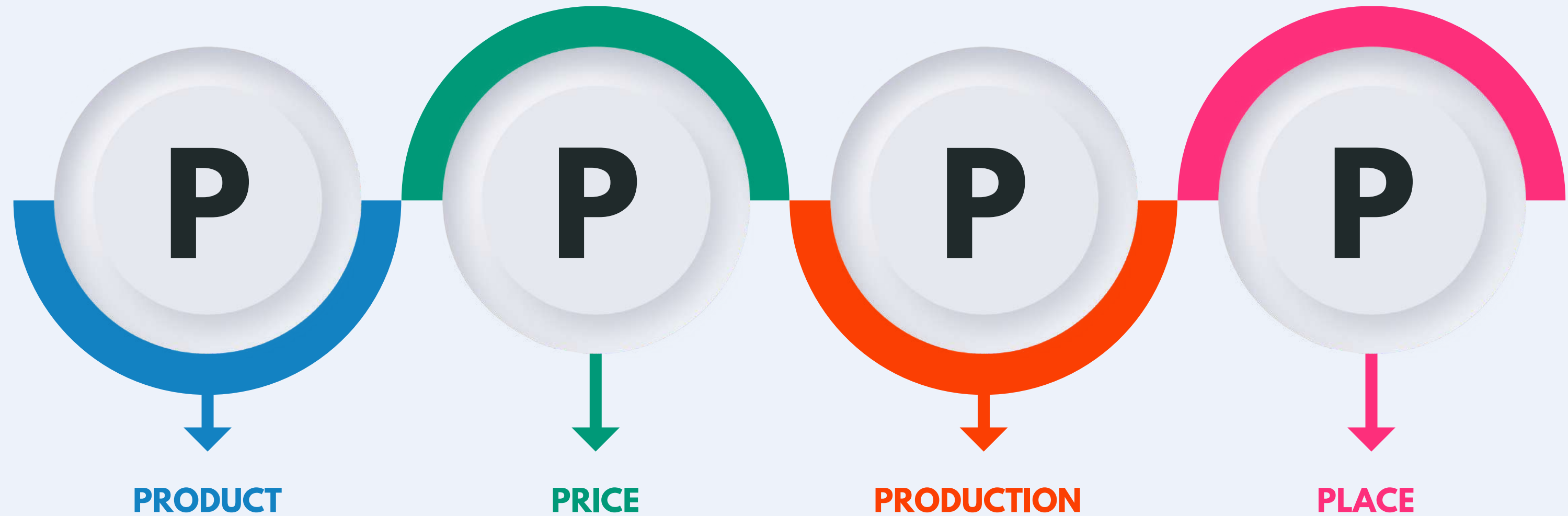
STRENGTHS

WEAKNESSES

OPPORTUNITIES

THREATS

MARKETING MIX

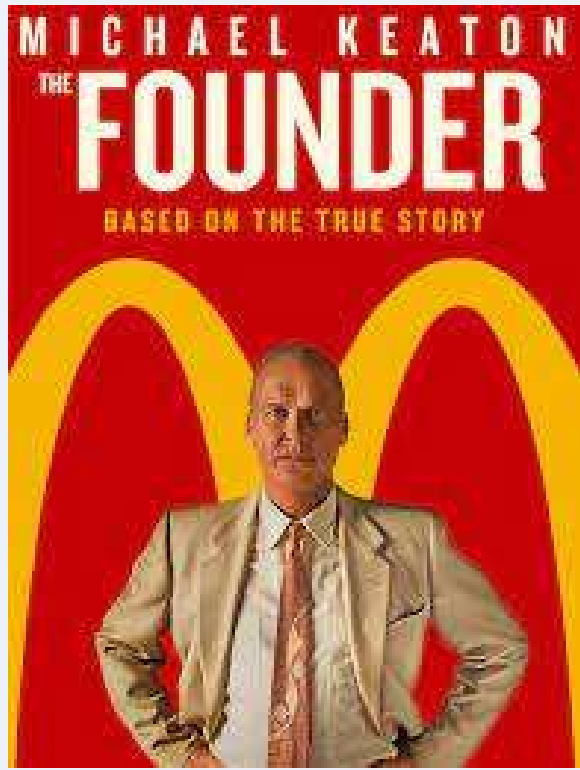


PRODUCT

PRICE

PRODUCTION

PLACE



Reflect on the McDonald brothers brand promise: "Your order in 30-seconds." Did Ray Kroc keep the brothers' standards? What tactics did the brothers use to make sure their brand promise was upheld?

When Ray Kroc approached the McDonald brothers about opening other locations they weren't concerned with the aspect of franchising they were concerned that several key components of the business would not live up to their high standards and/or deliver on the brand promise. What were the specific aspects of the business they were concerned about?

Explain the quote: "the customer knows if you run a shaky establishment."

Explain the quote: "If you have \$1 to spend on marketing, spend it on kids, because they bring the Mom and Dad." ~Ray Kroc

Provide evidence from the movie of the following marketing terms:

- Sponsorship:
- Networking:
- Rebranding
- Franchising

Comment on the character of Ray Kroc – his strengths and weaknesses. Does he conduct himself in an ethical way? Why or why not?

Identify the best business practices observed in the movie.