



TOPIC: Social Media Marketing Basics (SWOT ANALYSIS).

WEEK # 01:

COURSE INSTRUCTOR: ABDULLAH MAHMOOD

COURSE NAME: SOCIAL MEDIA MARKETING

SWOT Analysis is a strategic planning tool used to identify and evaluate the **Strengths, Weaknesses, Opportunities, and Threats** of a business, project, or individual. It helps businesses understand their position in the market and guides them in decision-making and strategy development.

1. Components of SWOT Analysis

Strengths (Internal)

These are the internal factors that give a business a competitive edge.

Examples:

- Unique brand identity.
- Strong customer base.
- Financial stability.
- Skilled workforce.

Weaknesses (Internal)

These are internal factors that hinder business performance. Examples:

- Limited resources.
- Weak online presence.
- Lack of innovation.
- Poor customer service.

Opportunities (External)

These are external factors that a business can leverage for growth. Examples:

- Emerging markets.
- Increasing demand for a product or service.
- Technological advancements.
- Changes in customer preferences.



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Threats (External)

These are external challenges that could negatively impact a business. Examples:

- Increased competition.
 - Economic downturns.
 - Regulatory changes.
 - Negative publicity.
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SWOT Analysis of KFC

KFC (Kentucky Fried Chicken) is a globally recognized fast-food chain specializing in fried chicken. The SWOT analysis of KFC provides insight into the brand's strengths, weaknesses, opportunities, and threats.

Category	Details
Strengths	<ul style="list-style-type: none">- Strong Brand Recognition: KFC is a globally established brand with a loyal customer base.- Unique Recipe: KFC's secret blend of 11 herbs and spices sets it apart.- Global Presence: Operates in over 150 countries, ensuring widespread accessibility.- Variety in Menu: Offers a diverse menu catering to different cultural preferences.
Weaknesses	<ul style="list-style-type: none">- Health Concerns: High-calorie content and fried food options lead to criticism, especially in health-conscious markets.- Dependency on Chicken: Limited focus on other protein options restricts customer choice.- Franchise Management Issues: Inconsistent quality and service across franchises.
Opportunities	<ul style="list-style-type: none">- Increasing Demand for Healthy Options: Opportunity to introduce low-calorie or plant-based menu items.- Emerging Markets: Expanding in developing countries where fast food is gaining popularity.- Technological Advancements: Leveraging apps and online delivery to boost sales.- Collaborations: Partnering with delivery services like Uber Eats or Grubhub to expand reach.
Threats	<ul style="list-style-type: none">- Intense Competition: Competitors like McDonald's, Burger King, and local brands pose a challenge.- Economic Fluctuations: Economic downturns affect consumer spending on fast food.- Health Awareness Trends: A growing shift toward healthier eating habits threatens demand for fried food.- Cultural Sensitivities: Missteps in cultural adaptation can lead to public backlash in international markets.



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