

# *Introduction*

The acronym of SWOT analysis is Strength, Weakness, Opportunities, and threats. In definitions strength and weakness are the internal factors whereas the opportunities and threat are the external factors. SWOT analysis is a famous tool and is a strategic planning method used for analyzing the strategy of a business, products in its environment. It is a method used to define the strength, weakness, opportunities and threats that are involved in a business or project venture. It is to identify the internal and external factors in the market because there are many competitors in the market therefore SWOT analysis is a useful tool that can identify and analyze. Strengths are the power that able makes a product or a business accomplishes the mission. This can be continuing success with the power of the qualities. The goods can be tangible or intangible. Strength is the beneficial aspects in services or in an organization. Weakness are also internal factors that avoid from accomplish the mission or achieves the goal. It will affect the product or the business market growth. It is also an aspect that not meet the qualities or standards of the consumers or in the market segment.

## *SWOT analysis of God's Crust*

In every business company should have SWOT analysis tool, it could analyze strength, weakness, opportunities and threat in every organization. Based on the question God's Crust is a business company therefore it has the SWOT analysis for the product or the services. The SWOT analysis for pizza is shown below:-

### *Strengths*

God's Crust are specialized in pizzas.

Reasonable price

God's Crust has their own full service restaurant and delivery services compare to others Fast Food Company.

Every few months or seasons, it will come up with many flavor of the pizza and it will attract more customers to try the new thing.

Strong franchise networking

## Weakness

Need to wait very long to be served even is wait to be seated or take order from customer

Internal factors among the franchisees

The menu is complicated because there are not only pizzas but other variety of foods.

Tough competition from other oldbrands.

God's Crust delivery have charges but other competitor don't have

## Opportunities

God's Crust should create different flavor and different crust size.

New product development can increase their market share.

Create a new pizza flavor .

God's Crust can focus on eastern taste .

Threat

There are many pizza competitor in the market

Domino pizza is the large competitors to God's Crust because they provide a good and efficient delivery.

Cheese cost are increasing therefore the price of pizza will increase too

Under independent restaurant can influence God's Crust market share because there are sell pizza with lower price

Location is a important thing because not every location have the potential customer to afford the meal

## *Conclusion*

SWOT analysis can be tangible or intangible. Every organization have the own SWOT analysis for analyze the internal and external factors. God's Crust has wide range to improve because nowadays people are with high expectations. Besides that, the outlets in Kinta City have to plan more things such as promotion, advertisement to attract more customers and improve the service in the restaurant. From my point of view, God's Crust can improve their service and communication skill by more training to enhance their business. Besides that, internal factors between franchisees have to be solved because it will affect the business between each other. In addition, the deliveries services have to on time and make sure the food are still hot for customers.