**SWOT Analysis**

**In each of the below categories, list out the strengths, weaknesses, opportunities and threats you see for your application:**

*(Example of a threat would be competition from similar applications BUT your strength would be how your application is different or better than the competition.)*

**LIST A MINIMUM OF 3 ITEMS IN EACH CATEGORY**

(This is based on research you have completed for your application.)

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| **S**  **Strengths**   * Application is fast, simplistic and easy to operate. * Benefits the food delivery providers, allowing them to take orders quickly without needing to talk directly to customers. |
| **W**  **Weakness**   * Does not foster a lot of options, advertisement, or customization. * Requires users to create profiles and log in to use. |
| **O**  **Opportunities**   * Is more convenient to use and faster to order than almost all food delivery competition locally. * Minimizes “bells & whistles” that could lead to user confusion. |
| **T**  **Threats**   * Pizza delivery applications, like those used by Pizza Hut and Dominos, are flashier, have more options to choose from and could potentially be a more exciting experience. |