

SWOT Analysis Diagram



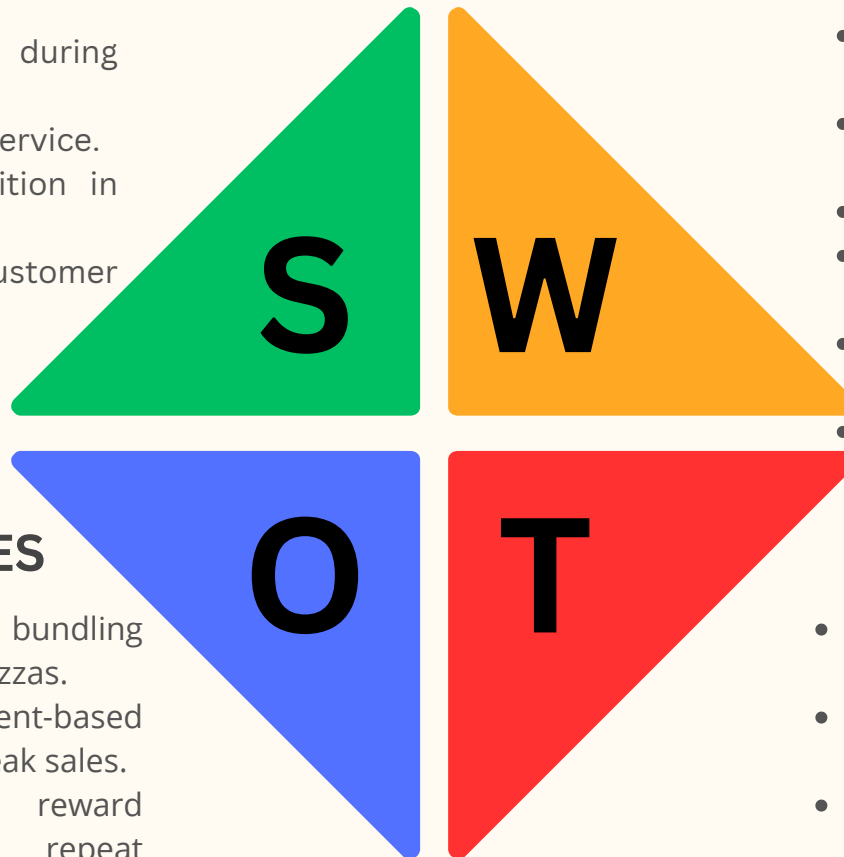
STRENGTHS

- Strong customer demand for popular pizza types.
- High sales volume during weekends and holidays.
- Fast and efficient delivery service.
- Established brand recognition in the local area.
- Consistent quality and customer satisfaction.



OPPORTUNITIES

- Develop combo offers and bundling strategies for low-selling pizzas.
- Launch seasonal or event-based promotions to boost off-peak sales.
- Implement loyalty or reward programs to retain repeat customers.
- Expand menu with trending items (e.g., vegan, gluten-free options).
- Optimize ingredient use through inventory forecasting.



WEAKNESSES



- Low sales of less popular or specialty pizzas.
- Inventory wastage due to unsold ingredients.
- Over-reliance on best-selling items.
- Limited innovation in menu offerings.
- Inadequate marketing for new or low-selling products.
- Staff shortages during peak hours.

THREATS



- Intense competition from local pizza chains.
- Rising costs of ingredients and supply chain disruptions.
- Shifting customer preferences toward healthier options.
- Negative online reviews impacting customer perception.
- Economic downturns reducing discretionary spending.