

S.W.O.T. Analysis

Evaluating an Opportunity

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S.W.O.T. Analysis

Cinnamon Toast Crunch

STRENGTHS

- Lots of vitamins
- Cheap
- Taste very good

OPPORTUNITIES

- Only cinnamon flavored cereal
- Slightly healthy with sweetness
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WEAKNESSES

- Lots of sugar
- High calories and carbohydrates
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THREATS

- Lucky Charms
- Cocoa Krispies
- Froot Loops