

Nelema Cona

9/24/20

Homework #4

Marketing 1103 OL12(28052)

Momo's Mediterranean Grill SWOT template

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none">• A local restaurant• Serve traditional food for all communities with their unique, exquisite, middle-eastern cuisine.• Enough space ample seating for families, and there's a private party space available right next door, and their catering available for private parties.• Serve only halal food.• Friendly, funny, and trustworthy• World-class chefs	<ul style="list-style-type: none">• Losing regular customers since the pandemic• Didn't use any food delivery apps, before the pandemic• Social Media-only Facebook• Lossing staff	<ul style="list-style-type: none">• Now using delivery apps• A family restaurant• They should start using different social media• Growing market demands• New menu	<ul style="list-style-type: none">• Deliver and takeouts since the pandemic• Dining out helped gain more customers• The rising cost of ingredients• Located nearby