- **D/ Opportunities:**
- **Increasing demand for healthier food.** As a demand for healthy food increases significantly, McDonald's could produce more alternatives healthier choice in their menu such as fresh burger or vegetable dessert. Change of human lifestyle; people consume more fast food products. This is a great opportunity for McDonald's to increases revenue.
- **Globalization, expansion in other countries** McDonalds has more than 31,000 restaurants serving in almost 120 countries. Of the 31,000 restaurants, at least 14,000 are in US. China and India are 2 of the most potential market in the world so that it's a good opportunity for McDonald's to expand their brand at these 2 markets.
- **Low cost menu is preferred by large number of customers** McDonald's can attract low income people by applying Extra value meals menu in the period of economic struggle. This is a potential market segment which can bring huge profit to McDonald's.
- **Appearance of freebies and discounts**
- **Diverse tastes and needs of customers** Customer's tastes is becoming more diverse. As a result, they want new menu and service in order to satisfy them. McDonalds with new menu and service such as McCafé can attract huge number of customers.

- **Opportunity**
- 1. Introduce home delivery
- 2. Open new branches and outlets.
- 3. Advertise more.
- 4. Product improvement, tailoring it as per tastes of people around the world.
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- **Threats**

- 1. Threat from other eating joints/restaurants
- 2. Health concerns among general public.
- 3. Food costs are rising higher than standard inflation

- The SPACE Matrix analysis functions upon 2 internal and 2 External Strategic dimensions. It based on 4 areas of analysis:
- Internal strategic dimensions:
- Financial strength (FS) range from +1 to +6
- Competitive advantage (CA) can range from -1 to -6
- External strategic dimensions:
- Environmental stability (ES) values can take -1 to -6
- Industry Strength (IS) values can take +1 to +6
- Rating each factor and take average score of ES and FS as Y point and CA and IS as X point
- FS of McDonalds is high rating because of strong financial competitive advantages
- Competitive advantage is average based on the CPM matrix we analyze before
- Environmental stability and Industry Strength are also about average because fast-food industry is slightly increase or may be remain in these recent years. The external factor affect to the company also quite high.