

This course features a debate component within the Discussion Boards. To prepare for the debate topic within this course, click [here](#) to view a video that reviews and considers the strengths, weaknesses, opportunities, threats, and trends (SWOTT) analysis of a fast-food franchise. Once completed, provide a quick synopsis (100-200 words) with 2-3 points that stand out to you in particular. This video will be the construct by which the Discussion Boards will structure a debate discussion.

Get started today. For purposes of your attendance, please post your introduction into this discussion by Friday.

The video for “click here” <https://www.youtube.com/watch?v=qbyb0ht-dsk&feature=youtu.be>

Reference

Ddd9925. (2013, January 8). *McDonald's SWOT* [Video file]. Retrieved from the YouTube Web site: <https://www.youtube.com/watch?v=qbyb0ht-dsk&feature=youtu.be>