SWOT Analysis Draft

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Introduction

The Taco Bell firm had a crisis when they had a lawsuit filed against their seasoned beef product. The firm was sued for misleading the customers with the false advertisement of their alleged product of seasoned beef. According to the law, a beef product should have 70% beef, yet theirs had 35% of beef hence not fit to be called beef. The SWOT analysis would help in solving the crisis that the company was facing.

Crisis communication strategy: Strengths

The strength of the firm during the crisis is the communication strategy used. The firm used social media platforms in clearing the air regarding the alleged accusations on their product. Social media helped in spreading information to a large group of people at once. The firm managed to reassure its clients and maintained its potential clients.

Crisis communication strategy: weakness

The weakness that the firm has was that it did not check on the effect of the crisis and communication on its clients for future reputation. Instead of trying and solving the issue amicably, they went out to defend themselves regarding its products that may result in affecting the firm’s reputation negatively.

Crisis Communication Strategy: Opportunities and Threats

Some of the opportunities that Taco Bell had include looking into improving its products included seasoned beef. The firm had the opportunity to venture into new markets and advertise its products for those who are new to their products and retain the existing customers (Coombs & Holladay, 2011). It would help increase the firm’s revenue ad growth of the firm. Some of the threats that the firm faced include threats include the firm being sued for their seasoned beef product. At this time, the firm was vulnerable to its competitors; they would thrive due to the obstacles that the firm was going through.

Conclusion

Generally, the firm would use the SWOT analysis in its operations to help get through the situation. The strengths of the firm were important in reining its customers; the firm would have worked on the weakness to improve customers' satisfaction. The opportunities, such as venturing the new market would be essential for the growth of the firm. The threats that the firm is facing cannot be made away with. For instance, the intentions of the competitors and the obstacles that it is facing in the services it is dealing with.

Reference

Coombs, W. T., & Holladay, S. J. (Eds.). (2011). *The handbook of crisis communication* (Vol. 22). John Wiley & Sons.