



Class Activity:	Marketing II – Topic 2												
Student Name:											20	12	15
Student Number:	D	H	M										

1. Compile a '**SWOT Table**' and '**SWOT Summary**' for Top-Chef (20) Restaurant.
**Include at least four (4) entries per column of your SWOT Table.*
2. Compile a '**PEST Analysis**' for Top-Chef Restaurant (12)
3. Compile a '**McKinsey 7'S Framework**' for Top-Chef Restaurant (15)
**You may exclude 'Systems' from your answer.*

Submission date	
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