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Is An Analysis Tool That Is Mainly Used To Analyze The  
Strengths And Weaknesses Of An Organization As Well  
As The Opportunities And Threats That The  
Organization Is Likely To Face. In This Section, The  
SWOT Analysis Of Dunkin Donut Is Presented.

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Marketplace Concepts. Difficulty: Moderate 23) A  
Market Is The Set Of Actual And Potential Buyers Of A  
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