SWOT Analysis of Chipotle.  Paper details: This essay should address these areas: This week’s short essay involves the connection of SWOT analysis to marketing plans. Learners are to assess the strengths, weaknesses, opportunities, and threats faced by the Chipotle chain of restaurants and write a brief analysis of how you would market the company in light of the 4 P’s approach to marketing based on this analysis. (plan. Strategy leads to action, moving the organization toward a desired future (vision). …pattern. Strategy is not usually effective when it is random behavior. Consistency of direction and planned repositioning may lead to a new pattern of behaviors. …position. Strategy is not created or implemented in a vacuum. There are competitors, collaborators, and complementors to consider, as well as macroeconomic factors such as well as environmental factors such as politics, culture, and technology. …perspective. Strategy involves an underlying philosophy or approach to ‘doing business.’ Each view of strategy comes through a particular lens, and it is important to consider alternate points of view. …ploy. Strategy is supported by tactics as part of how a company competes for market share, wallet share, profitability, or some other organizational goal. There is an element of game theory in the way that organizations make strategic moves and responses to competitor moves.) Support your point of view with references to course materials or other relevant works.