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| **STRENGTHS of Merlin Entertainments** | **Explanation of how the strengths affect the *performance* of Merlin Entertainments** |
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| **WEAKNESSES of Merlin Entertainments** | **Explanation of how the weaknesses affect the *performance* of Merlin Entertainments** |
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**Evaluation of the *significance* the strengths and weaknesses for Merlin Entertainments’ performance**