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## SHAKE SHACK INC. SWOT & PESTLE ANALYSIS

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**Company Name :** Shake Shack Inc.

**Company Sector :** Fast Casual Restaurant Chain

**Operating Geography :** United States, North America, Global

**About the Company :** Shake Shack is a New York City-based American fast-casual restaurant brand. In 2001, it began as a hot dog vendor in Madison Square Park, and its popularity expanded rapidly. It expanded its menu from New York-style hotdogs to hamburgers, hotdogs, fries, and its trademark milkshakes when it moved to a stand within the park in 2004. The shakes at Shake Shack have been rated "among the best in the industry." Chicken burgers, fries, hot dogs, frozen custards, beer, and wine are also offered. The beverage selection in each new site is tailored to the unique flavors of the place in which it operates. The ShackBurger is the company's most well-known product. It comes in single or double servings and includes a beef patty, American cheese, lettuce, tomato, and Shack Condiment, a proprietary sauce. Over 298 Shacks are operated by the Company, with over 175 being domestic Company-owned Shacks. It has a workforce of around 11,000 employees as of 2023.

Shake Shack's Unique Selling Point or USP is that it has grown into a worldwide recognized brand with a high level of customer awareness compared to its existing footprint. The mission statement of Shake Shack reads, "Stand for Something Good". In fact, at Shake Shack, we think this statement is so important that we print it on every Shack employee's shirt. Our mission statement allows us to check ourselves in everything we do and in every decision we make.

**Revenue :**

US\$900 million - FY ended December 28th, 2022

US\$730 million - FY ended December 28th, 2021

## SWOT Analysis :

The SWOT Analysis for Shake Shack Inc. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Digital strategy which helps in achieving economies of scale</li> <li>2.Well-positioned brand identity and brand awareness among consumers</li> <li>3.Unique value proposition resulting in high consumer satisfaction</li> </ul>	<ul style="list-style-type: none"> <li>1.Seasonal nature of business affecting quarter-to-quarter sales</li> <li>2.Consumer dissatisfaction in terms of value for money</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.High growth for company-owned businesses in the domestic market</li> <li>2.Growth opportunity for licensed businesses in international markets</li> <li>3.Takeaways in the form of drive-throughs becoming popular among consumers</li> <li>4.Implementation of digital kiosks enhancing guest experience</li> <li>5.The company refreshes its menu with limited-time offers (LTOs) to keep customers engaged and attract new ones</li> </ul>	<ul style="list-style-type: none"> <li>1.Limited suppliers and distributors increase the risk of supply shortage</li> <li>2.High risk of reputation damage in case of food safety issues</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Shake Shack Inc. is given below:

Political	Economical
1.Governments aided businesses in the pandemic, scrutinized funds distribution	1.Inflation affects the economy, especially food and restaurants 2.Despite uncertainties, industries strategically expand operations
Social	Technological
1.Workplace inclusivity trend combats discrimination, fosters societal change 2.Millennials impact consumer trends in the 18-34 age group	1.Chatbots turning out to be an effective tool for customers 2.KDS technology contributes to maintaining consistency and efficiency 3.Advancements in technology impact various aspects of the restaurant industry
Legal	Environmental
1.Tip pooling rule in US affects net profits for restaurants	1.Sustainably sourced raw materials ensure quality across the supply chain 2.Need for adoption of smart food management strategies

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