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BASKIN-ROBBINS SWOT & PESTLE ANALYSIS

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Company Name : Baskin-Robbins

Company Sector : Quick Serve Restaurants (QSR)

Operating Geography : United States, North America, Global

About the Company : Baskin-Robbins is an American multinational chain of ice cream and cake speciality shop restaurants run by Inspire Brands. The company is headquartered in Canton, Massachusetts. In 1945, Burt Baskin and Irv Robbins merged their ice cream parlours in Glendale, California, to form Baskin-Robbins. The company's Ice cream is sold in approximately 50 countries. It develops and promotes premium ice cream, gourmet frozen desserts, and beverages that offer consumers both quality and value. Baskin Robbins's slogan is "31 flavours," with the concept that a customer might try a new taste every day of the month. It now has a flavour selection of over 1,300 ice creams, as well as custom ice cream cakes, frozen beverages, and the Polar Pizza™ Ice Cream Treat. Its franchised ice cream shops serve as gathering spaces for people to interact and make great experiences while sampling a wide range of flavours, including a new Flavor of the Month every month. On 12 July 2021, Baskin-Robbins released two special remixes of Yacht Rock classics to commemorate the launch of the brand's newest offering, Creature Creations® Into the Sea. Baskin-Robbins has teamed up with TikTok DJ Ian Asher to give two classic Yacht Rock tunes a modern makeover.

Baskin Robbins's USP or unique selling proposition is that it is the world's largest ice cream speciality store chain, with over 8,000 locations worldwide, including approximately 2,500 in the United States and over 5,000 in other countries. The mission statement of Baskin Robbins's reads, "It's all part of our mission to make the Baskin-Robbins neighbourhood a tasty, fun place for our customers".

Revenue :NA

SWOT Analysis :

The SWOT Analysis for Baskin-Robbins is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Established Industry Leader in ice-cream desserts with global operations 2.Franchises collaborate with local sellers to adapt to the region's taste palette and has a wide variety of products and flavors 3.High focus on menu innovation, marketing, franchisee coaching and support 4.Well-structured, efficiently managed and strong franchise system 	<ul style="list-style-type: none"> 1.Baskin Robbins is mainly dependent on a single supplier for products 2.Company revenues are dependent on the efficiency of franchises 3.Baskin Robbins' prices are higher than local and regional brands 4. Baskin Robbins has substantial and high indebtedness
Opportunities	Threats
<ul style="list-style-type: none"> 1.Expand geographically to new locations and open new stores in regions with high demand 2.Introduce new products into the menu 	<ul style="list-style-type: none"> 1.The seasonality of the products can substantially harm revenues 2. QSR is a highly competitive space and stiff competition can drive down revenues 3. Growth into new territories may be blocked or hindered by pre-existing third-party rights 4. Competition from alternatives such as Gelato, Sherbet, Ice Crush and other cold dessert products

PESTLE Analysis :

The PESTLE Analysis for Baskin-Robbins is given below:

Political	Economical
1.Since Baskin Robbins is an international brand, political instability in various operating countries is a risk	1.Impact of COVID on various economies 2.Global brands are subject to exchange rate risks
Social	Technological
1.Shift to healthy-eating around the world 2.People of all ages enjoy ice-cream around the world 3.Consumers prefer to order food online	1.Substantial franchise litigation risks which create increased expenses 2.All food stuffs brands are obligated to disclose all nutritional and health factors and comply to several regulations 3.Lawsuits against the company claws and an tarnish image and increase expenses ", "
Legal	Environmental
1.High plastic use, waste generation and energy use in QSR brands 2.Extreme weather and natural calamities directly affect the efficiency of business operations ""]	1.

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