
S&P TEST

SWOT & PESTLE.com

JOLLIBEE FOODS CORPORATION SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. To purchase reprints of this document, please email support@swotandpestle.com.

Company Name : Jollibee Foods Corporation

Company Sector : Fast Food Industry

Operating Geography : Philippines, Asia, Global

About the Company :

Jollibee Foods Corporation (JFC) is a multi-brand restaurant conglomerate headquartered in the Philippines. Jollibee, Greenwich, Chowking, Red Ribbon, MangInasal, Burger King, Hong Zhuang Yuan, The Coffee and Tea Leaf and Dunkin's Donuts are among the brands handled by the company. Burgers, spaghetti, chicken, sandwiches, beverages, soup, pork, noodles, salads, pastas, steaks, hotdogs and desserts are available at the company's restaurants. It also operates and manages restaurants under Highlands Coffee, Pho 24, SuperFoods, Hard Rock Café, Jinja and 12 Hotpot. In addition to dining, the establishments offer take-away and delivery services. JFC also offers online ordering through its websites and mobile ordering features. The company operates 5,800 stores worldwide, with locations in the Philippines, Singapore, Indonesia, Hong Kong, the U.S, Europe and U.K, Middle East, Vietnam, Canada. Jollibee's global network expanded further with the opening of 338 stores across all brands and regions. This global fast-food giant is all set to kick off 2022 with the launch of 3 new international stores in Scotland, Kuala Lumpur and Vietnam.

The USP of Jollibee lies in it being one of the largest fast-food companies in Philippines. In keeping with its mission of serving great tasting food and spreading the joy of eating to everyone, the Jollibee Group has grown brands that provide delightful dining experiences to its customers around the world.

Revenue :

PHP 154 billion - FY ending December 31st, 2021

PHP 129 billion - FY ending December 31st, 2020

SWOT Analysis :

The SWOT Analysis for Jollibee Foods Corporation is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong market presenceallows Jollibee to serve a larger number of customers while increasing overall profitability 2.Built-in manufacturing and logistics capabilities allows Jollibee to efficiently meet the needs of its customer base. 3.Elevated and innovative customer service using latest technology 4.Strict adherence of highest standards of food quality, service and cleanliness 5.Product variety, new product launch and unique taste 6.24 hours customer service leading to greater reach and customer satisfaction 	<ul style="list-style-type: none"> 1.Lack of automation used in Jollibee's kitchen procedures 2.Lack of ecommerce usage for delivery
Opportunities	Threats
<ul style="list-style-type: none"> 1.Strategic Collaborations and initiatives 2.Due to work from home, there is growth in the consumption of ready meals, meal kits, home delivery and time saving packaged meals 3.Consistent focus on store network expansion and strategic acquisition 4.Increase in the consumers craving for comfort food during the pandemic. 	<ul style="list-style-type: none"> 1.Consumer trends such as mindful eating, plant-based eating and increase spend on health and wellness can affect the company's business 2.Intense competition from various quick service restaurants and other restaurant chains 3.Stricter regulations and food safety laws 4.Labor shortage and higher pay demand

PESTLE Analysis :

The PESTLE Analysis for Jollibee Foods Corporation is given below:

Political	Economical
<p>1.Increasing labor costs and labor shortages will impact the operational costs.</p> <p>2.Covid 19 pandemic has led to tighter food safety and quality regulations faced by companies.</p> <p>3.U.K. government calls for taxes on sugar and salt in food production and a 30% cut in meat consumption, which could be a challenge if implemented.</p> <p>4.The US FDA is seeking a nearly 8% increase in the health and food safety budget, increasing regulatory measures.</p>	<p>1. An increase in the prices of key ingredients such as chicken will put pressure on Jollibee's profitability</p> <p>2.Food inflation in the Philippines decreased and GDP expanded easing Jollibee's operations.</p>
Social	Technological
<p>1.Consumer preference of mindful eating, plant-based meat, and rising dietary concerns over fast food.</p> <p>2.Consumer willingness to spend more on better nutrition and wellness may affect Jollibee's profitability</p> <p>3.Changing consumer behavior of buying fast food in the U.S. due to pandemic</p>	<p>1.Digitization of procurement to increase efficiency and adequate supplier management</p> <p>2.Effective utilization of innovative delivery capability to reach consumers in high-density metro areas quickly</p> <p>3.Enhancing customer experience with the launching of self-order kiosks</p> <p>4.Artificial Intelligence and robotics adopted in the restaurant industry</p>
Legal	Environmental

1.U.K. restricts promotion of unhealthy foods due to concerns over child obesity which may affect Jollibee's European business.	1.Rising concerns for animal welfare, meat reduction, and climate mitigation may affect Jollibee's business
2.Stricter food safety measures implemented by China on domestic and foreign producers may affect Jollibee's business in China.	2.Heavy focus on sustainable food packaging by regulators and growing consumer awareness to packaging waste

Please note that our free summary reports contain the SWOT and PESTLE table contents only. The complete report for **Jollibee Foods Corporation** SWOT & PESTLE Analysis is a paid report at **15.53 U.S.D.**



* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

Copyright Notice

The information provided in the SWOT and PESTLE research reports on www.swotandpestle.com are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2024 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:
support@swotandpestle.com