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## JOLLIBEE FOODS CORPORATION SWOT & PESTLE ANALYSIS

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

**PESTLE Analysis :**

The PESTLE Analysis for Jollibee Foods Corporation is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1. Increasing labor costs and labor shortages will impact the operational costs.</li> <li>2. Covid 19 pandemic has led to tighter food safety and quality regulations faced by companies.</li> <li>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.</li> <li>4. The US FDA is seeking a nearly 8% increase in the health and food safety budget, increasing regulatory measures.</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1. An increase in the prices of key ingredients such as chicken will put pressure on Jollibee's profitability</li> <li>2. Food inflation in the Philippines decreased and GDP expanded easing Jollibee's operations.</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1. Consumer preference of mindful eating, plant-based meat, and rising dietary concerns over fast food.</li> <li>2. Consumer willingness to spend more on better nutrition and wellness may affect Jollibee's profitability</li> <li>3. Changing consumer behavior of buying fast food in the U.S. due to pandemic</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1. Digitization of procurement to increase efficiency and adequate supplier management</li> <li>2. Effective utilization of innovative delivery capability to reach consumers in high-density metro areas quickly</li> <li>3. Enhancing customer experience with the launching of self-order kiosks</li> <li>4. Artificial Intelligence and robotics adopted in the restaurant industry</li> </ol>
<p style="text-align: center;"><b>Legal</b></p>	<p style="text-align: center;"><b>Environmental</b></p>

1.U.K. restricts promotion of unhealthy foods due to concerns over child obesity which may affect Jollibee's European business.

2.Stricter food safety measures implemented by China on domestic and foreign producers may affect Jollibee's business in China.

1.Rising concerns for animal welfare, meat reduction, and climate mitigation may affect Jollibee's business

2.Heavy focus on sustainable food packaging by regulators and growing consumer awareness to packaging waste

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