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CHICK-FIL-A SWOT & PESTLE ANALYSIS

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Company Name : Chick-fil-A

Company Sector : Fast Food

Operating Geography : United States, North America, Global

About the Company : Chick-fil-A is a fast-food restaurant chain in the United States that specialises in chicken sandwiches. The company is headquartered in College Park, Georgia. The company runs 2,774 restaurants in 47 states and the District of Columbia, the majority of which are in the United States. The chain's roots can be traced back to 1946, when S. Truett Cathy, the chain's former chairman and CEO, opened the Dwarf Grill (now the Dwarf House) which later was renamed as Chick-fil-A. Chick-fil-A's business strategy focuses on a limited menu and excellent customer service. It focuses on chicken sandwiches, unlike other fast food businesses that frequently extend their menu items in an attempt to attract new customers. The capital A in their name denotes that their chicken is of "grade A top quality." The company also offers biscuits, salads, coffee, and milkshakes. According to a press release from 2021, the company's first restaurant will open in Kahului in early 2022, with additional locations opening later that year in Honolulu and Kapolei.

Chick-fil-A's USP lies in its being one of the largest fast-food restaurant chains in the United States. The mission statement of the Chick-fil-A reads, "To be American's best quick-service restaurant at winning and keeping customers."

Revenue :

\$ 4.3 billion - FY ending 31st March 2020 (y-o-y growth 13%)

\$ 3.8 billion - FY ending 31st March 2019

SWOT Analysis :

The SWOT Analysis for Chick-fil-A is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Food prepping strategy ensures fresh food for customers 2. Customized restaurant designs for different geographies 3. Wide range of child-friendly food options 4. Good customer reviews and award-winning service 	<ul style="list-style-type: none"> 1. Bankruptcy declarations from franchisee owners 2. Lack of global footprint compared to competitors 3. Alleged discrimination against employees belonging to LGBTQ community
Opportunities	Threats
<ul style="list-style-type: none"> 1. Increase offerings in the healthy-fast food segment 2. Improve online food ordering services 3. Expand in markets outside the US 	<ul style="list-style-type: none"> 1. High competition from other fast-food chains 2. High regulatory costs of maintaining franchisees 3. Faces opposition from the vegan movement

PESTLE Analysis :

The PESTLE Analysis for Chick-fil-A is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.WHO directive for national governments to regulate food advertising 2.Ban on fast food drive-thru in California 3.Rise in poultry exports to China 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Falling consumer discretionary spending 2.Surging food prices due to COVID-19
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Growing awareness of health risks posed by fast food 2.Rise in demand for food delivery services 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1. Using AI technology to improve reliability of food-safety tests 2. Drone deliveries to reduce human contact with food
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.Suppliers have to meet FDA requirements 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Negative impact of poultry farming on the environment 2.Use of sustainable packaging materials to reduce plastic waste

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