
S&P TEST

SWOT & PESTLE.com

CHICK-FIL-A 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 : 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:

Political	Economical
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	1.Falling consumer discretionary spending 2.Surging food prices due to COVID-19
Social	Technological
1.Growing awareness of health risks posed by fast food 2.Rise in demand for food delivery services	1. Using AI technology to improve reliability of food-safety tests 2. Drone deliveries to reduce human contact with food
Legal	Environmental
1.Suppliers have to meet FDA requirements	1.Negative impact of poultry farming on the environment 2.Use of sustainable packaging materials to reduce plastic waste

Please note that our free summary reports contain the SWOT and PESTLE table contents only. The complete report for **Chick-fil-A** SWOT & PESTLE Analysis is a paid report at **27 U.S.D.**

Buy Now

* 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