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WINGSTOP INC. SWOT & PESTLE ANALYSIS

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Company Name : Wingstop Inc.

Company Sector : Casual Restaurant Chain

Operating Geography : United States, North America, Global

About the Company :

Wingstop Inc. is an American restaurant franchise that specialises in chicken wings and has a nostalgic aircraft theme. The headquarters of the chain are in Addison, Texas. Wingstop venues are decorated in the style of pre-jet aviation in the 1930s and 1940s. The restaurant brand was formed in 1994 in Garland, Texas, and began marketing franchises in 1997. Since then, Wingstop has developed into a franchise with over 1,400 locations open or under construction. Wings, boneless wings, and chicken tenders are on the menu, along with a selection of dips and sides. Hawaiian, Garlic Parmesan, Lemon Pepper, Mild, Original Hot, Hickory Smoked BBQ, Atomic, Mango Habanero, Cajun, Louisiana Rub, and Spicy Korean Q are among the flavours available in the United States. Wingstop has locations in the US, the UK, Australia, Saudi Arabia, Indonesia, Malaysia, Mexico, Panama, Russia, Singapore, Colombia, and the United Arab Emirates. By doubling its commitment from 60 to 120 restaurants by 2028, Wingstop Inc. announced an expanded development agreement in Indonesia with its current brand partner in April 2022. This new agreement demonstrates Wingstop's established portability around the world and is anticipated to quicken the pace of the company's market entry.

Wingstop's USP is that it's one of the country's fastest-growing businesses with a wide geographical presence -more than 660 restaurants across the United States. The mission statement of Wingstop reads, "To Serve the World Flavor. We're in the flavour business. It's been our mission to serve the world flavour since we first opened shop in '94, and we're just getting started. 1997 saw the opening of our first franchised Wingstop location, and by 2002 we had served the world one billion wings".

Revenue :

US\$ 282.5 million – FY ending 25th December 2021 (y-o-y growth 13.7%)

US\$ 248.8 million – FY ending 26th December 2020 (y-o-y growth 25%)

US\$ 199.7 million – FY ending 28th December 2019

SWOT Analysis :

The SWOT Analysis for Wingstop Inc. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Distinctive flavor and quality of food 2. Simple business model powered by high-tech innovations 3. Operational simplicity of restaurants resulting in attractive unit economics 4. Highly franchised model enabling strong medium and long-term growth 5. Highly streamlined operations facilitated by advanced digital capabilities 	<ul style="list-style-type: none"> 1. Debt levels of the company increasing every year 2. High valuation of company in comparison to growth rate
Opportunities	Threats
<ul style="list-style-type: none"> 1. Growth opportunities in ghost kitchens accelerated by pandemic 2. Free local bodies during covid allow hassle-free new store openings 3. High growth opportunities in international expansion 	<ul style="list-style-type: none"> 1. Covid pandemic resulting in temporary restaurant closures 2. High susceptibility to volatility in food costs 3. Food safety and food-borne illness risks detrimental to brand image

PESTLE Analysis :

The PESTLE Analysis for Wingstop Inc. is given below:

<p style="text-align: center;">Political</p> <p>1.Easier lockdown restrictions mitigated impact on business</p>	<p style="text-align: center;">Economical</p> <p>1.Increased price of chicken due to multiple reasons to impact profits</p> <p>2.Convenience in delivery increasing competition in wing market</p>
<p style="text-align: center;">Social</p> <p>1.Online ordering increase due to pandemic improved digital mix</p> <p>2.Consumers moving away from meat-based products</p>	<p style="text-align: center;">Technological</p> <p>1.Using NLP to automate digitization of voice orders</p> <p>2.Digital and delivery transactions more profitable than traditional channels</p>
<p style="text-align: center;">Legal</p> <p>1.Compliance to Food Safety Modernization Act mandatory for smooth business</p> <p>2.Changing privacy related regulations limiting data collection and analysis techniques</p>	<p style="text-align: center;">Environmental</p> <p>1.Extreme winter weather conditions resulting in shortage of chicken wings</p>

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