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BURGER KING SWOT & PESTLE ANALYSIS

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Company Name : Burger King

Company Sector : Quick Service Restaurant (QSR)

Operating Geography : United States, North America, Global

About the Company :

Burger King (BK) is a global network of fast-food restaurants serving hamburgers headquartered in Jacksonville, Florida. The corporation was established in 1953 as Insta-Burger King. Since then, the firm has undergone numerous changes in ownership and corporate administration. With outlets in all 50 states and 56 countries, the corporation franchises more than 10,400 restaurants and owns nearly 1,000 of them, for a chain-wide total reaching 11,455. It provides customers with access to burgers, chicken, fries, onion rings, soft drinks, and desserts. Burger King offers a variety of meals, including breakfast items, salads, combo meals, and kids' meals, in addition to its standard menu. These meals can be ordered and consumed inside the restaurant or through a drive-through. However, The Whopper, its most well-known burger, is responsible for a significant share of its business. Burger King is dedicated to giving its customers, good, inexpensive meals promptly and presents a corporate responsibility plan on its website. The "Reclaim the Flame" plan, which aims to boost Franchisee profitability and sales growth, was disclosed in full by the corporation towards the end of 2022. The strategy calls for Burger King to make investments in digital and advertising to "Fuel the Flame" and "Royal Reset," which involve restaurant technology, kitchen equipment, building upgrades, and high-quality remodelling and relocation.

Burger King Corporation's USP or unique selling proposition is that it is the second-largest fast-food chain in the US, serving 15.7 million people daily, and selling more than 2.4 billion Burger King hamburgers annually around the world. The mission statement of Burger King reads, "offer reasonably priced quality food, served quickly, in attractive, clean surroundings."

Revenue :

\$1.81 billion - FY ending 31st March 2022 (y-o-y growth 13%)

\$1.6 billion - FY ending 31st March 2021

SWOT Analysis :

The SWOT Analysis for Burger King is given below:

| Strengths | Weaknesses |
|---|--|
| <ul style="list-style-type: none"> 1. World's second largest fast food hamburger restaurant in terms of the number of restaurants 2. Strong global presence in across more than 100 countries 3. Successful franchise-based business model is contributing to the growth 4. Innovative marketing campaign and digital presence is boosting millennial connect 5. Wide range of product offerings with vegetarian and non-vegetarian products | <ul style="list-style-type: none"> 1. Franchise based business model gives less control to the company over individual franchisees 2. Company is yet to be profitable in major regions like Asia. 3. Negative marketing campaigns can hamper the reputation of the company |
| Opportunities | Threats |
| <ul style="list-style-type: none"> 1. Boost presence in the international markets through expansion 2. Diversify menu offerings through new partnerships or products 3. Build omni channel experiences for customers and enhance digital sales | <ul style="list-style-type: none"> 1. Rising covid cases in some part of the world can affect the operation of restaurants 2. Economic downturn can adversely impact the business of the company 3. Increasing competition from local and international brands can affect the company |

PESTLE Analysis :

The PESTLE Analysis for Burger King is given below:

| | |
|--|--|
| <p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Ukraine- Russia war is causing problems for the business 2.China has withdrawn its zero covid policy | <p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Supply chain problems may continue to affect businesses 2.High inflation is causing a problem for consumers and businesses 3.A recession is being predicted to hit major economies like Europe, US etc. in 2023 |
| <p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Aligning to changing consumer tastes 2.Catching up with veganism: plant-based foods scaling popularity charts 3.Increasing number of consumers are becoming aware about their health and food habits. 4.The global food delivery industry is witnessing a surge due to change in consumer habits | <p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Technology is enabling restaurants to deliver a better consumer experience 2.CRM analytics and other software are helping restaurants to improve their efficiency. |
| <p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.Food safety regulations are becoming stringent around the globe | <p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.More and more businesses are moving towards adopting sustainable packaging |

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