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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 fastfood 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
1.World's second largest fast food hamburger	1.Franchise based business model gives less
restaurant in terms of the number of	control to the company over individual
restaurants	franchisees
2.Strong global presence in across more than	2.Company is yet to be profitable in major
100 countries	regions like Asia.
3.Successful franchise-based business model is	3.Negative marketing campaigns can hamper
contributing to the growth	the reputation of the company
4.Innovative marketing campaign and digital	
presence is boosting millennial connect	
5.Wide range of product offerings with	
vegetarian and non-vegetarian products	
Opportunities	Threats
1.Boost presence in the international markets	1.Rising covid cases in some part of the world
through expansion	can affect the operation of restaurants
2.Diversify menu offerings through new	2.Economic downturn can adversely impact
partnerships or products	the business of the company
1	
3.Build omni channel experiences for	3.Increasing competition from local and



#### **PESTLE Analysis :**

The PESTLE Analysis for Burger King is given below:

Political	Economical
1.Ukraine- Russia war is causing problems for	1.Supply chain problems may continue to
the business	affect businesses
2.China has withdrawn its zero covid policy	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
Social	Technological
1.Aligning to changing consumer tastes	1.Technology is enabling restaurants to deliver
2.Catching up with veganism: plant-based	a better consumer experience
foods scaling popularity charts	2.CRM analytics and other software are
3.Increasing number of consumers are	helping restaurants to improve their
becoming aware about their health and food	efficiency.
habits.	
4.The global food delivery industry is	
witnessing a surge due to change in consumer	
habits	
Legal	Environmental
1.Food safety regulations are becoming	1.More and more businesses are moving
stringent around the globe	towards adopting sustainable packaging

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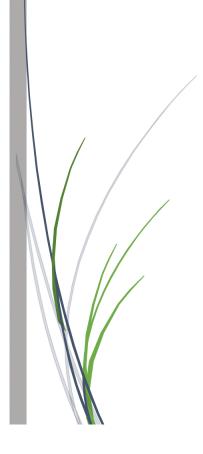


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