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# S&P TEST

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## STEERS SWOT & PESTLE ANALYSIS

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**Company Name :** Steers

**Company Sector :** Quick Service Restaurant (QSR)

**Operating Geography :** South Africa, Africa, Global

**About the Company :**

Fast-food restaurant chain Steers is well-known in South Africa and is a name owned by global conglomerate Famous Brands. Although it is well known for its burgers and chips, it also offers a wide variety of other foods including chicken burgers, ribs, milkshakes, salads, ice creams, etc. George Halamandress, popularly known as Uncle George, founded Steers in the 1960s after getting the idea while visiting the United States. He was enthralled by their notion and wished to introduce it to South Africa. Steers has more than 600 outlets as of the beginning of 2023, with company headquarters in Midrand, South Africa. Steers has been able to win the Johannesburg magazine Leisure Options' awards for the "Best Hamburger" in the quick service restaurant sector for 20 years running as well as the "Best Chips" for 13 years. They have franchises outside of South Africa in places including Angola, Eswatini, Botswana, Kenya, Malawi, Oman, Ivory Coast, Mauritius, Sudan, UAE, Tanzania, and Nigeria.

Steers vision and mission is to create the “perfect burger by mastering the art of consistency and staying true to their distinctive flame-grilled taste, their unique seasoning on their hand cut chips.”

**Revenue :**

R 6.5 billion – FY ending 31st March 2022

R 4.684 billion – FY ending 31st March 2021

## SWOT Analysis :

The SWOT Analysis for Steers is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Strong support of Famous Brand's integrated supply chain</li> <li>2.Strongly established brand image.</li> <li>3.A large number of stores with high market penetration.</li> <li>4.A wide variety of product offerings.</li> <li>5.Strong marketing strategies with an appealing platform.</li> </ul>	<ul style="list-style-type: none"> <li>1.Limited geographical reach with its presence mainly in South Africa.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Famous Brands Limited acquisition of Steers Properties Proprietary Limited.</li> <li>2.Increasing trends towards veganism could be the one-way option to increase their menu with healthier and veg products.</li> <li>3.Tapping new markets for geographical expansion</li> </ul>	<ul style="list-style-type: none"> <li>1.Global pandemic along with supply chain constraints threatening the overall South African market.</li> <li>2.QSR industry is highly competitive</li> <li>3.High commodity prices due to food inflation</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Steers is given below:

Political	Economical
1.The government's decision to outlaw alcohol sales and distribution in South Africa 2.Impact of Russia-Ukraine war on the commodity prices in South Africa	1.Between 2022 and 2026, the South African Fast-food market will see a compound annual growth rate (CAGR) of 8.6%. 2.Reduction in discretionary spending due to slower economic growth
Social	Technological
1.Increase in the consumption of convenience food brought on by an increase in the number of takeaway sellers 2.Job losses worldwide and specially in South Africa affecting purchasing power and consumption ability of people. 3.Urbanization is increasing worldwide.	1.The expansion of overall automation levels has made it possible for food processing and packaging facilities to add additional items to the same assembly lines. 2.Usage of Cloud based technology for speed and security
Legal	Environmental
1.The business as a whole need to understand and abide by the Occupational Health and Safety Act of South Africa as well as the laws in its other international marketplaces	1.Plastic waste reduction and recycling initiatives

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