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## DARDEN RESTAURANTS INC. SWOT & PESTLE ANALYSIS

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**Company Name :** Darden Restaurants Inc.

**Company Sector :** Food and Restaurant

**Operating Geography :** United States, North America, Global

**About the Company :**

Headquartered in Orlando, Florida, Darden Restaurants Inc. is an American multi-brand full-service restaurant. Darden Restaurant was initially named as Red Lobster which was quite famous and successful among diners and critics. The restaurant's menu includes Italian, Caribbean and other continental foods such as appetizers, salads, breadsticks, soups, deserts, sea food and beef. The company operates in the US, Latin America and Canada. As of January 2022, the firm owns two fine dining restaurant chains: The Capital Grille and Eddie V's along with six casual dining restaurant chains: Longhorn Steakhouse, Seasons 52, Olive Garden Italian Restaurant, Bahama Breeze, Yard House and Cheddar's Scratch Kitchen. In 2022 Darden Restaurant Inc. ranked 465 in Fortune 500 list. The awards and accolades received by Darden Restaurants Inc. are Distinguished Suppliers Award, Gold Plate Award and Best Company for Diversity Award. As of early 2023, Darden Restaurants employed over 156,000 people in more than 1,880 restaurants.

Darden Restaurants Inc. mission statement is "To be financially successful through great people consistently delivering outstanding food, drinks and service in an inviting atmosphere, making every guest loyal." The Unique Selling Point or USP of Darden Restaurant Inc. lies in being the largest full- service restaurant company and creates an exceptional dining experience for 380 million guests each year by focusing on culinary innovation, engaging atmosphere and attentive services.

**Revenue :**

US\$ 9,630.0 million - FY ending 29th May 2022 (y-o-y growth 25.2%)

US\$ 7,196.1 million - FY ending 30st May 2021

**SWOT Analysis :**

The SWOT Analysis for Darden Restaurants Inc. is given below:

Strengths	Weaknesses
<p>1.It has a strong financial performance and is fortune 500 company with rank 377.</p> <p>2.The company owns several intellectual property rights which have significant value and help in marketing efforts.</p> <p>3.It owns more than 1800 restaurants and has more than 60 franchises, the significant scale provides a competitive advantage.</p> <p>4.The company has various brands under it catering to a wide variety of cuisines.</p>	<p>1.Operates in leased properties, which increases the cost.</p> <p>2.Allegations of racial discrimination and sexual harassment leading to a lawsuit.</p>
Opportunities	Threats
<p>1.Due to Covid-19, people prefer ordering online or opting a takeaway from safe and well-established restaurants.</p> <p>2.Post pandemic there could be pent-up demand for dining out.</p> <p>3.Post covid era would provide more favorable growth opportunities in the international market.</p>	<p>1.The restaurant industry is highly competitive.</p> <p>2.Continuously changing consumer trends and preferences could adversely impact the demand.</p>

## PESTLE Analysis :

The PESTLE Analysis for Darden Restaurants Inc. is given below:

<p style="text-align: center;"><b>Political</b></p> <p>1. Biden administration is in favor of increasing minimum wage rate, which would increase the costs.</p>	<p style="text-align: center;"><b>Economical</b></p> <p>1. The economic recession has led consumers to decrease their expenditure on restaurants.</p> <p>2. Retaliatory tariffs on important U.S. imports and exports have adversely impacted the company.</p>
<p style="text-align: center;"><b>Social</b></p> <p>1. Consumers preferring ordering food online and getting it delivered rather than dining in restaurants.</p> <p>2. Consumers have become health conscious affecting sales.</p>	<p style="text-align: center;"><b>Technological</b></p> <p>1. Leveraging technology to increase customer experience.</p> <p>2. Optimizing the digital sales channel for both mobile and desktop.</p> <p>3.3. Increase in popularity of interactive chatbot assistants.</p>
<p style="text-align: center;"><b>Legal</b></p> <p>1. The CARES Act passed by the government will be beneficial to the industry.</p>	<p style="text-align: center;"><b>Environmental</b></p> <p>1. Increase in eco-friendly initiatives being taken in this industry like the Global Ghost Gear Initiative by the company.</p> <p>2. Increased focus to reduce food and plastic waste.</p>

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