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



#### **PESTLE Analysis :**

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

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

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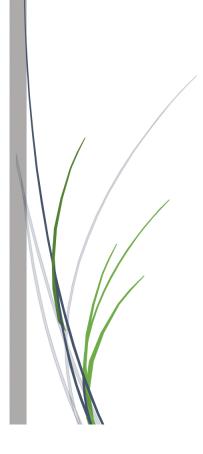


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