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CHIPOTLE MEXICAN GRILL SWOT & PESTLE ANALYSIS

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Company Name : Chipotle Mexican Grill

Company Sector : Restaurants and Food

Operating Geography : North America, United States

About the Company : Chipotle Mexican Grill, Inc. along with its subsidiaries which operates Mexican Grill restaurants, is a Delaware corporation. An American fast casual restaurant chain which serves tacos, burritos, salads and burrito bowls as a focused menu. The company is presently headquartered in Denver, CO & has presence in countries like USA, France, Canada, Germany, etc. The company has more than 2,200 restaurants in the United States, 29 international restaurants and 23 restaurants in operation in other non-Chipotle concepts. The Company categorizes its restaurants as end-caps (at the end of a line of retail outlets), in-lines (in a line of retail outlets), free-standing or other. The company is currently headed by its Founder & CEO Steve Ells & company's stocks are traded on NYSE under symbol CMG.

Revenue :

\$4.86 billion - FY ending Dec 30 2018 (y-o-y growth 8.5%)

\$4.48billion– FY ending Dec 30 2017

SWOT Analysis :

The SWOT Analysis for Chipotle Mexican Grill is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Focused menu with customization. 2.Fresh ingredients & preparation from scratch. 3.Aggressive store expansion. 4.Strong financials. 5.Responsibly grown meat & produce. 6.Company owned stores. 	<ul style="list-style-type: none"> 1.Questions on food safety. 2.Slow throughputs. 3.Dependence on US market.
Opportunities	Threats
<ul style="list-style-type: none"> 1.International Expansion. 	<ul style="list-style-type: none"> 1.Low Cost competitors. 2.Threat of losing customers.

PESTLE Analysis :

The PESTLE Analysis for Chipotle Mexican Grill is given below:

Political	Economical
1.Tariff on Mexican imports.	1.Growth directly proportional to US economy growth.
Social	Technological
1.Health Conscious Consumers. 2.Changing dining habits.	1.Digital security issues.
Legal	Environmental
1.Changes in regulations affecting restaurant operators. 2.Under close supervision of FDA.	1.Sustainability on rise. 2.Energy management systems (EMS) at Chipotle.

Please note that our free summary reports contain the SWOT and PESTLE table contents only. The complete report for **Chipotle Mexican Grill** SWOT & PESTLE Analysis is a paid report at **12.53 U.S.D.**



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