
S&P TEST

SWOT & PESTLE.com

CHIPOTLE MEXICAN GRILL SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. To purchase reprints of this document, please email support@swotandpestle.com.

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:

<p style="text-align: center;">Political</p>	<p style="text-align: center;">Economical</p>
<p>1.Tariff on Mexican imports.</p>	<p>1.Growth directly proportional to US economy growth.</p>
<p style="text-align: center;">Social</p>	<p style="text-align: center;">Technological</p>
<p>1.Health Conscious Consumers. 2.Changing dining habits.</p>	<p>1.Digital security issues.</p>
<p style="text-align: center;">Legal</p>	<p style="text-align: center;">Environmental</p>
<p>1.Changes in regulations affecting restaurant operators. 2.Under close supervision of FDA.</p>	<p>1.Sustainability on rise. 2.Energy management systems (EMS) at Chipotle.</p>

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.**



* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

Copyright Notice

The information provided in the SWOT and PESTLE research reports on www.swotandpestle.com are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2024 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:
support@swotandpestle.com