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YUM! BRANDS SWOT & PESTLE ANALYSIS

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Company Name : Yum! Brands

Company Sector : Restaurants and Food

Operating Geography : North America

About the Company : Yum! Brands Inc. or simply Yum! is an American and one of the world's largest Fast Food Restaurant companies, founded by Andrall E. Pearson. It has its headquarters in Kentucky, US. As of 2017 it has 43,617 restaurants out of which 40,758 are franchised and 2859 are owned by the Company. Formerly it was called Tricon Global Restaurants. Yum! Brands subsidiaries include KFC, Pizza Hut, Taco Bell and WingStreet. It trades on NYSE as YUM. Tricon Global Restaurants was a subsidiary of PepsiCo until 1997, after the spinoff Tricon operated in three segments namely, Kentucky Fried Chicken/KFC- specialized in chicken, Pizza Hut- specialized in pizza and Taco Bell- specialized in Mexican food. In May 2002 it was named Yum! Brands, Inc and in the same year Yum company added Long John Silver's and A&W All American Food Restaurants to its holdings until 2011, after which it decided to divest itself from these brands and focus on its core brands, KFC, Pizza hut and Taco Bell. The current CEO of Yum! Brands is Greg Creed.

Yum! Brands Mission “is to build the world’s most loved, trusted and fastest growing restaurant brands and to evolve as iconic, distinctive and relevant global brands”. Yum Company strives to achieve its goals by applying 4 key growth strategies namely, building strong brands, growing the global business, having good restaurants brands and operating with multiple brands as its subsidiaries. Yum brands vision statement reads “Yum! Brands is committed to continuing the success realized during our first ten years. Our success has only just begun as we look forward to the future, one which promises a long runway for growth, especially on an international level.” The USP or Unique Selling Proposition of Yum! Brands is their secret recipes whether it is the chicken from KFC or Pizza from Pizza hut or even the Mexican style food at Taco Bell. Their recipes could not be replicated by other restaurants from the fast food industry.

Revenue :

US \$5.88 billion – FY ending March 31st 2017 (y-o-y growth (negative) –8%)

US \$6.35 billion – FY ending March 31st 2016

SWOT Analysis :

The SWOT Analysis for Yum! Brands is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Focus on emerging markets 2.Robust supply chain operations 3.Localization & Decentralized Mgmt. 4.Brand Equity & Umbrella Brand 	<ul style="list-style-type: none"> 1.Quality Issues 2.Dearth in Innovation 3.Efforts at Rebranding
Opportunities	Threats
<ul style="list-style-type: none"> 1.Menu and Concept Innovations 2.Expansion and increasing penetration in new and existing markets 	<ul style="list-style-type: none"> 1.Foreign Currency Exchange Risk 2.Chinese Market Risk 3.Increasing health consciousness and Competitive Threats

PESTLE Analysis :

The PESTLE Analysis for Yum! Brands is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1. Political Setting & Policies 2. Political Lobbying 3. Geo-Political Nature & Political Stability 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1. Raw Material Price Fluctuations 2. Foreign Risk Exposure 3. Qualified Labour Pool 4. Economic Indicators & Policies
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1. Health Consciousness 2. Social Media Fanaticism 3. Demographics & Cultural Beliefs 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1. Innovations are an imperative trend to achieve results 2. Supply Chain & Technology Awareness 3. Social Media 4. Marketing & Data Analytics
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1. Domestic Laws 2. International Laws and IPR 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1. Environmental Consciousness & Legislation 2. Weather & Climate

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