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## DUNKIN BRANDS GROUP INC. SWOT & PESTLE ANALYSIS

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**Company Name :** Dunkin Brands Group Inc.

**Company Sector :** Restaurants and Food

**Operating Geography :** Canton,Massachusetts,North America

**About the Company :** Dunkin Brands Group Inc. was established in 1950. This holdings company acts as a franchisor of Quick Service Restaurants (QSR) for its brands, the most popular among them being Dunkin Donuts and Baskin Robbins. The former offers both hot and cold coffee variations and baked items while the latter offers Ice cream products. These brands are further segmented as Dunkin' Donuts-US, Dunkin' Donuts International, Baskin-Robbins-U.S. and Baskin-Robbins International. The major sources of the company's revenues arise from royalty from the respective franchisees, lease income, sales of their products and licensing fees for their products sold over retail channels. It has operations in 60 countries with 20,500 distribution points around the globe out of which 12,538 belonged to the Dunkin' Donuts brand while 7,982 were of the Baskin-Robbins brand.

The original mission statement (referred to as the “philosophy”) of Dunkin' Donuts came straight from the founder: "Make and serve the freshest, most delicious coffee and donuts quickly and courteously in modern, well-merchandised stores.”

Both brands share the same vision: deliver high quality food and beverages quickly, affordably and conveniently in a welcoming environment.

**Revenue :**

\$860.5 million – FY ending 31st Dec 2017 (y-o-y growth (negative) -3.8%)

\$828.9 million– FY ending 31stDec 2016

**SWOT Analysis :**

The SWOT Analysis for Dunkin Brands Group Inc. is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1.Firm Brand Recognition and Recall</li> <li>2.Remarkable Growth</li> <li>3.Product Quality and Trust</li> <li>4.Global Reach and Accessibility</li> <li>5.Unparalleled Convenience</li> <li>6.Pricing and Promotions Strategy</li> <li>7.Franchisee Business Model</li> </ol>	<ol style="list-style-type: none"> <li>1.Understanding Customer Palate</li> <li>2.Surmounting Debts</li> <li>3.Sluggish International Expansion</li> <li>4.Legal battles and Lawsuits against franchisees</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1.Co-creation in Customer Service</li> <li>2.Corporate Social Responsibility</li> <li>3.Product Differentiation</li> <li>4.Increased offerings in the health segment</li> <li>5.International Expansion</li> </ol>	<ol style="list-style-type: none"> <li>1.Global Food regulations</li> <li>2.Market Share Volatility</li> <li>3.Health and Fitness Fads</li> <li>4.Price Wars</li> <li>5.Shelf life</li> <li>6.Raw materials Procurement Expenses</li> </ol>

**PESTLE Analysis :**

The PESTLE Analysis for Dunkin Brands Group Inc. is given below:

<b>Political</b>	<b>Economical</b>
1.Pro-American scenario	1.Remarkable Growth 2.Restaurant Industry Prowess 3.Franchise Agreements 4.Futuristic Strategy
<b>Social</b>	<b>Technological</b>
1.Competition from Indigenous Players 2.Market Saturation 3.Lifestyle changes	1.Research & Innovation 2.Process Excellence
<b>Legal</b>	<b>Environmental</b>
1.Purchasing and Sourcing regulations	1.Property Remediation 2.Focus on Environmental sustainability

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Client Support:  
[support@swotandpestle.com](mailto:support@swotandpestle.com)