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WENDY'S SWOT & PESTLE ANALYSIS

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Company Name : Wendy's

Company Sector : Restaurants and Food

Operating Geography : USA, North America, Global

About the Company : Wendy's is an American quick-service restaurant chain with core specialty in hamburgers. The holding company of Wendy's is Wendy's Company. The company was previously known as Wendy's/Arby's Group, and changed its name to Wendy's Company in 2011. Wendy's was founded by Dave Thompson on November 15, 1969 at Columbus, Ohio, USA. Currently, the company is headquartered in Dublin, Ohio. As of early 2019, this American fast food chain has presence in 30 countries around the world with over 6700 restaurants, running with approximately 12500 employees across the globe, including 1150 salaried employees, while 11350 hourly employees. Wendy's hamburgers are square in shape and it is famous for the same. Wendy's menu includes hamburgers, sandwiches, fries, and its signature ice cream name Frosty. Wendy's is recognized for its fresh raw materials, fresh beef, made-to-order burgers, fresh salads with hand chopped lettuce and its signature items like chili, baked potatoes and the Frosty® dessert are also best known. With more than 6,700 restaurants worldwide, Wendy's and its franchisees are working hard with a vision "of becoming the world's most thriving and beloved restaurant brand." In first quarter of 2019, Wendy's had 43 global restaurant openings and is expected to grow its global restaurant footprint by approximately 1.5 percent by the end of 2019. Wendy's mission statement reads "To deliver superior quality products and services for our customers and communities through leadership, innovation and partnerships." Wendy's was founded with a Vision 'of serving up quick meal without cutting any corners'.

Quality is our recipe' is the core philosophy of the company, as established by the founder, Dave himself. The US food chain states "We Believe in Quality. Inside and Out". Wendy's USP or unique selling point lies in being one of the most popular and leader in American international fast food restaurant chain, with over 6700 locations following Burger King and McDonald's.

Revenue :

\$1.59 billion – FY ending 30th Dec, 2018

\$1.22 billion – FY ending 31st Dec, 2017

\$1.44 billion – FY ending 1st Jan, 2016

SWOT Analysis :

The SWOT Analysis for Wendy's is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Superior social media presence 2.High customer satisfaction 3.Image Activation Initiative 4.Promotional Strategies 	<ol style="list-style-type: none"> 1.Overdependence on franchisees 2.Low employee satisfaction 3.Prioritizing premium products over value based offerings
Opportunities	Threats
<ol style="list-style-type: none"> 1.Breakfast menu 2.International expansion in Europe 3.Digital ordering and delivery 	<ol style="list-style-type: none"> 1.Shortage of workers 2.Growing alternate meat movement 3.Increasing competition

PESTLE Analysis :

The PESTLE Analysis for Wendy's is given below:

Political	Economical
1.US-China trade war 2.Uncertainty regarding Brexit	1.Global slowdown 2.Federal rate cut in USA
Social	Technological
1.Out of home breakfast trend 2.Growing use of social media	1.Automation 2.Food ordering from mobile phones
Legal	Environmental
1.Antibiotic overuse in beef 2.Cyber laws	1.African swine fever in China 2.Commitment to sustainability

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