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PAPA JOHN'S SWOT & PESTLE ANALYSIS

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Company Name : Papa John's

Company Sector : Pizza, Pizza Delivery

Operating Geography : United States, North America, Global

About the Company :

Papa John's restaurant chain operates or franchises pizza delivery and takeouts globally under the trademark Papa John's. Papa John's is headquartered in Jeffersonton, Kentucky, a suburb of Louisville, employing approximately 18000 people into its franchise as of 2020. The company was founded in 1984 by 'Papa' John Schnatter in the reformed broom closet of his father's tavern. After becoming sufficiently popular, Papa John's managed to open a store and by 1993, the company had seen over 500 stores mushrooming across the USA. By 1997, the popular restaurant chain had over 1500 stores. In 2002, Papa John's became the first national pizza chain to make online ordering available to all of its US customers, influencing other restaurant chains. The company derives its revenues essentially from retail sales of pizza and an assortment of side items, including breadsticks, cheese sticks, chicken poppers and beverages. Papa John's has been voted "Best Pizza" in more than 100 US markets during the last several years.

Papa John's unique selling proposition or USP lies in being the third largest pizza chain in the world with over 4,893 pizzerias across the US and in about 39 international markets. Its mission statement reads, "At Papa John's we work so that our customers have an unforgettable shopping experience."

Revenue :

\$1.61 billion – 29 Dec 2019

\$1.66 billion – 30 Dec 2018

SWOT Analysis :

The SWOT Analysis for Papa John's is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Quality focused and differentiated brand 2. Diversified business model for profitability 3. Leader in attractive global pizza market 4. Differentiated platform enhancing customer value 	<ul style="list-style-type: none"> 1. Negative publicity and consumer sentiment arising in late 2017 2. Dependence on few suppliers for some ingredients 3. Limited influence over the franchisees' operations
Opportunities	Threats
<ul style="list-style-type: none"> 1. Long term domestic and international growth opportunities 2. Offering diverse menu with healthy options 	<ul style="list-style-type: none"> 1. Highly competitive Quick service Restaurant Pizza industry 2. Price fluctuations of the raw materials 3. Impact of outbreak of COVID-19

PESTLE Analysis :

The PESTLE Analysis for Papa John's is given below:

Political	Economical
1.Uncertainties associated with the UK's withdrawal from the European Union	1.Adverse global economic conditions
Social	Technological
1.Leveraging technology to accelerate competitive advantage"],[" Legal	1.Increasingly complex laws and regulations impacting the business. 2.Changes in tax laws owing to global operations ", "
Legal	Environmental
1.Committed towards animal welfare 2.Striving towards minimum resource consumption 3.Initiatives towards combatting food waste "]]	1.

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