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# S&P TEST

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## RBI SWOT & PESTLE ANALYSIS

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**Company Name :** RBI

**Company Sector :** Quick Service Restaurants

**Operating Geography :** Canada, North America, Global

**About the Company :** Restaurant Brands International Inc. (RBI) is one of the world's largest quick service fast food holding company with more than \$34 billion in system-wide sales and over 27,000 restaurants worldwide as of December 31, 2019. This Canadian corporation was formed on August 25, 2014 by the \$12.5 billion merger between American fast food restaurant chain Burger King and Canadian coffee shop and restaurant chain Tim Hortons. RBI further expanded by purchasing American fast food chain Popeyes on February 21, 2017 to become world's fifth largest fast food restaurant chain holding company. Majority stake of the company (i.e. 51%) is held by Brazilian investment company 3G Capital and the remainder is publicly traded on the New York and Toronto Stock Exchange.

Restaurant Brands International Inc. is publicly listed in the New York Stock Exchange (NYSE) and Toronto Stock Exchange (TSX) under the ticker symbol "QSR". The company has approx. 6,300 employees as of January 2020.

The long-term goal of Restaurant Brands International Inc. is "to become the world's most loved restaurant brand with 40,000 restaurants".

**Revenue :**

US \$ 5,603 million - as on FY ended December 31, 2019 (y-o-y growth of 4.59%)

US \$ 5,357 million - as on FY ended December 31, 2018

**SWOT Analysis :**

The SWOT Analysis for RBI is given below:

| Strengths  | Weaknesses   |
|--|--|
| <ul style="list-style-type: none"> <li>1.Strong foundation of three iconic brands</li> <li>2.Major international presence globally</li> <li>3.Strong manufacturing and distribution capability</li> <li>4.Maintenance of strict operating and quality standards</li> <li>5.Exceptional marketing strategy promoting the brand across markets</li> <li>6.Promising business strategy with strong performance</li> </ul> | <ul style="list-style-type: none"> <li>1.Fully franchised business model</li> <li>2.Limited ability to finance future operations</li> <li>3.RBI's substantial leverage increasing credit risks</li> </ul>  |
| Opportunities  | Threats  |
| <ul style="list-style-type: none"> <li>1.Accelerating franchise expansion across markets</li> <li>2.Ever-growing global Quick-service restaurant (QSR) industry</li> <li>3.New product development and innovation a key driver of the long-term success</li> <li>4.Successfully marketing &amp; advertising new products</li> </ul>  | <ul style="list-style-type: none"> <li>1.Intense market competition in Quick Service Restaurant (QSR) segment</li> <li>2.Factors affecting the brand value</li> <li>3.Risks subjected to international operations</li> <li>4.Fluctuation in exchange &amp; interest rates</li> <li>5.Health and safety concerns regarding fast food</li> </ul> |

## PESTLE Analysis :

The PESTLE Analysis for RBI is given below:

|  |   |
|--|---|
| <p style="text-align: center;"><b>Political</b></p> <p>1. Burger King-Tim Hortons merger politically criticized</p>  | <p style="text-align: center;"><b>Economical</b></p> <p>1. Impact of changing economic conditions<br/>2. Economic uncertainties due to franchised business model</p>          |
| <p style="text-align: center;"><b>Social</b></p> <p>1. Consumers becoming increasingly health and sustainability conscious<br/>2. Personalization \u2013 the future growth driver in QSR segment<br/>3. Contributing to a sustainable future and having a positive social impact on stakeholders</p> | <p style="text-align: center;"><b>Technological</b></p> <p>1. Integrated information systems across operations<br/>2. Deployment of innovative digital technologies</p>       |
| <p style="text-align: center;"><b>Legal</b></p> <p>1. Increasingly stringent government regulations and laws<br/>2. Involvement in various legal proceedings<br/>3. Potential litigation due to information breach</p>   | <p style="text-align: center;"><b>Environmental</b></p> <p>1. Environmental issues impacting restaurant business<br/>2. Promoting sustainable forest management practices</p> |

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