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PANERA BREAD SWOT & PESTLE ANALYSIS

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Company Name : Panera Bread

Company Sector : Food Processing

Operating Geography : United States and Canada, North America

About the Company : Panera Bread Company is a bakery cum chain of fast casual food store headquartered in Sunset Hills, St. Louis. It is subsidiary of JAB Holding Company. Panera offers a wide array of pastries and baked goods, such as cookies, bagels, brownies, muffins, croissants and scones. Apart from bakery, Panera has a long list of dining menu. It has over 2036 stores out of which 1134 are franchisee owned with over 50800 employees serving 9 million customers in a week.

Revenue :

SWOT Analysis :

The SWOT Analysis for Panera Bread is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong strategic initiatives in providing customer delight experience. 2.Excellent operational execution to provide finest bakery product. 3.Incorporating new technologies is the differencing factor. 4.Outreaching every segment of customer through Social Media and Digital Marketing. 	<ul style="list-style-type: none"> 1.Similar operation and delivery across chains is challenging. 2.Presence limited to United States and Canada
Opportunities	Threats
<ul style="list-style-type: none"> 1.Frozen food market is the new opportunity with rapid global changes. 2.Shifting to whole grain concept can be a game changer to increase market share and revenue. 3.Consumers focusing on healthy foods 	<ul style="list-style-type: none"> 1.Global economic slowdown and pandemic has brought disruption in operations. 2.Highly competitive and segmented market may impact business.

PESTLE Analysis :

The PESTLE Analysis for Panera Bread is given below:

Political	Economical
1.US China trade war has been impacting agricultural export.	1.High inflation rates are impacting operations of the company. 2.Increased taxation has led to cut down on profit margins.
Social	Technological
1.Attracting kids and youngsters with self-made nutritious menu. 2.Going with the trend, partnering with delivery channels to reach maximum population.	1.Digital transformation investment has increased ROI. 2.Disrupting the baking industry through Mobile Order-Ahead plans.
Legal	Environmental
1.Compliant to California Transparency in Supply Chain Act of 2010. 2.Petitioning FDA to clearly define "EGG"	1.Combating climate change through converting half of its menu to plant based. 2.High focus on efficient use of renewable energy.

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