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## WHITBREAD PLC SWOT & PESTLE ANALYSIS

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**Company Name :** Whitbread plc

**Company Sector :** Travel tourism and hospitality, Hotels and Restaurants

**Operating Geography :** Britain, UK, Europe

**About the Company :** Whitbread PLC is a British multinational hotel and restaurant company. It is headquartered in Houghton Regis, England. In 1742, the business was formed with the partnership of Samuel Whitbread, Godfrey and Thomas Shewell and they acquired a brewery for the production of porter and by 1780s it became the largest brewery in the world. In 1799, the company adopted its name as Whitbread & Co. Ltd. The company's current operations include Premier Inn, which is the largest hotel brand in the UK with more than 785 hotels and 72,000 rooms. It offers food and accommodation services under seven brands including Premier Inn, Cookhouse and pub, Bar+Block Steakhouse, hub by Premier Inn, Brewers Fayre, Beefeater, Thyme and Table Table. Whitbread has pledged to raise £20 million for Great Ormond Street which is a brand-new Sight and Sound Centre tailored to the needs of children with sight and hearing loss, and is slated to open in 2021. The Company has also announced a 100-bedroom Premier Inn hotel on Sandown Esplanade to open at the end of February 2021. The company is a constituent of the FTSE 100 Index and is listed on the London Stock Exchange.

Whitbread's Unique Selling Proposition or USP lies in it being UK's largest Hotel and Restaurant Company as well as internationally an operating market-leading business in the hotels and restaurant sector. The company's mission statement reads, "Our vision is to grow our successful brands by building a strong Customer Heartbeat and innovations to stay ahead. It's our Winning Teams that make every day experiences special for our customers so they come back time and again, driving profitable growth".

**Revenue :**

£ 2,071.5 millions - FY ending, 27 February 2020

£ 2,049.1 millions - FY ending, 28 February 2019

## SWOT Analysis :

The SWOT Analysis for Whitbread plc is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Strong presence in the UK market</li> <li>2.High focus on stakeholder engagement</li> <li>3.Low customer acquisition cost</li> <li>4. 'Force for Good' program boosting sustainability reputation</li> </ul>	<ul style="list-style-type: none"> <li>1. High costs reducing the cash reserves</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.High potential for growth in Germany</li> <li>2.Hotel industry prospering in Asia-Pacific despite COVID-19</li> <li>3. Further expansion of UK pipeline</li> </ul>	<ul style="list-style-type: none"> <li>1.Tightening labor market</li> <li>2.Business interruption due to supplier actions</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Whitbread plc is given below:

Political	Economical
1.'Eat out to help out' scheme of UK government	1.Uncertain economic climate leading to GDP decline
Social	Technological
1.High potential for growth in Germany 2.Hotel industry prospering in Asia-Pacific despite COVID-19 3.Human rights across the supply chain	1.Building a digitally driven supply chain of the future 2.Enhancing kitchen efficiency through technology
Legal	Environmental
1.Data privacy and GDPR law	1.Reduction of carbon emissions 2.Eliminating single use plastic

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