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DINE BRANDS SWOT & PESTLE ANALYSIS

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Company Name : Dine Brands

Company Sector : Restaurants

Operating Geography : United States, North America, Global

About the Company : Dine Brands Global Inc., headquartered in Glendale, California, is a publicly-traded food and beverage corporation. The company was established in 1958 as IHOP and in 2018 it was renamed Dine Brands Global. It operates franchised and corporate-owned full-service restaurants, including two restaurant concepts, Applebee's Neighborhood Grill & Bar (established in 1980) and International House of Pancakes (founded in 1958), two of America's most iconic and enduring brands. Dine Brands supports more than 3,700 Applebee's and IHOP restaurants and a 100% franchised system of nearly 400 franchisees in 18 countries around the world, bringing over 100 years of hospitality experience and knowledge to the table. Family restaurants are developed, operated, and franchised by the company. Pancakes, omelettes, and other breakfast specialties, as well as lunch and dinner pieces, are available at the Company's restaurants. Dine Brands Global caters to consumers all over the world. In April 2021, IHOP debuted its new Steakhouse Premium Bacon, the brand's newest culinary advancement on the new Bacon Obsession menu, making IHOP the first national family dining restaurant chain to deliver this one-of-a-kind product.

Dine Brands Global's Unique Selling Point or USP lies in it being one of the world's largest full-service dining companies in the world. The company's mission statement reads, "We celebrate success as we passionately nurture (and grow) the world's most beloved restaurant brands. We are innovators that embrace new ideas & creativity. ... We value openness, authenticity, and foster a collaborative, creative environment that believes we will go farther, together".

Revenue :

USD 910.2 million - FY ending 31st December 2019 (y-o-y growth 16.6%)

USD 780.9 million - FY ending 31st December 2018

SWOT Analysis :

The SWOT Analysis for Dine Brands is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Unique restaurant concept with IHOP and Applebee's 2.Maintains good relationship with franchisees across the globe 3.Consistent revenue growth over 5 years from 2015-2019 4.Introducing unique schemes and dishes for holidays attracting customers 	<ul style="list-style-type: none"> 1.Large debt of \$
Opportunities	Threats
<ul style="list-style-type: none"> 1.3 billion as of 2019 will restrict growth of Dine Brands 2.Concentration of Applebee's franchised restaurants in a limited number of franchisees 3.Risk of cyber-attacks due to dependence on personal data and IT for daily operations <p>"],["Opportunities</p>	<ul style="list-style-type: none"> 1.Average performance in same-restaurant sales for both Applebee's and IHOP can be improved 2.Rising digital and delivery penetration up to 16% of addressable market by 2022 <p>","</p>

PESTLE Analysis :

The PESTLE Analysis for Dine Brands is given below:

Political	Economical
1.Impact of Brexit on UK and EU foodservice industry	1.Growing disposable income of the public may lead to rising revenues in the industry 2.Rising labour costs in USA is likely to raise operational costs of the franchises
Social	Technological
1.People are becoming health-conscious and spending more time in their own kitchen 2.Consumer preferences changing towards healthy and diet specific food with alcohol on the go	1.Rethinking the overall restaurant designs for a post-pandemic world to account for social distancing 2.Rise of Food Industry 4.0 with integration of various digital technologies like block-chain, AI and precision farming
Legal	Environmental
1.Franchises are required to follow COVID-19 guidelines in order to remain opened 2.Regulations on meat processing and investments towards vegan meat	1.Risk of food-borne illness or food tampering

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