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JACK IN THE BOX SWOT & PESTLE ANALYSIS

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Company Name : Jack in the Box

Company Sector : Restaurant, Fast Food

Operating Geography : United States, North America

About the Company : Jack in the Box is an American Fast Food restaurant chain headquartered in San Diego, California. The chain has restaurant stores in the United States, mainly servicing the West Coast. Outside of the West Coast, restaurants can be located in Phoenix, Denver, Albuquerque, El Paso, Dallas-Fort Worth, Houston, Austin, San Antonio, Oklahoma City, Baton Rouge, Nashville, Charlotte, Kansas City, St. Louis, Indianapolis, and Cincinnati, as well as Guam. In 1951, Peterson turned the El Cajon Boulevard site into Jack in the Box, a drive-through hamburger stand. Jack in the Box was the first big chain to use a two-way intercom system, as well as the first to concentrate on drive-through. While one customer was being served at the window, a second and even a third customer's order could be taken and prepared using the intercom. The taco is Jack in the Box's most famous item. Egg rolls, breakfast burritos, and poppers are among the Americanized ethnic cuisines offered by Jack in the Box, in addition to tacos, Jack's ciabatta burger, which included the original ciabatta burger and the bacon 'n' cheese ciabatta. During the Thanksgiving and Christmas holidays, the restaurant offers festive shakes such as pumpkin pie shakes, Oreo mint shakes, and eggnog shakes. Jack in the Box® restaurants has over 2,000 outlets, with 2,200 restaurants in 21 states and Guam as of 2021.

Jack and the Box's Unique Selling Point or USP lies in it having one of the most extensive and distinctive menus in the fast-serve restaurant industry, and the brand is known for quick personalised meals available 18-24 hours a day. Jack and the Box's mission statement reads, "To make the world a more delicious place. Because everyone should experience a Buttery Jack for lunch, or an Oreo Cookie Ice Cream Shake on a hot day (or any given day)".

Revenue :

US\$1.021 billion – FY ending September 27, 2020

US\$0.95 billion – FY ending September 29, 2019

SWOT Analysis :

The SWOT Analysis for Jack in the Box is given below:

Strengths	Weaknesses
<p>1.Restaurant chains set to take over independent/local restaurants market share It outperformed the industry in recent years</p> <p>2.It is one of the oldest and biggest burger chains in US</p>	<p>1.It has a strained balance sheet with high debt.</p> <p>2.Turbulent relations between the management and franchisee association</p> <p>3.Many of the brand's franchise losing money</p> <p>4.Dependent on very limited number of suppliers for its major products</p>
Opportunities	Threats
<p>1.Fast food industry to grow rapidly in the coming decade</p> <p>2.The chain can expand in east coast of US.</p>	<p>1.High number of competitors in the industry</p> <p>2.Rise of healthier eating habits</p> <p>3.Animal welfare concerns in food industry</p> <p>4.Difficult to protect brand reputation in digital world.</p>

PESTLE Analysis :

The PESTLE Analysis for Jack in the Box is given below:

<p style="text-align: center;">Political</p> <p>1. Biden government set to increase minimum wage in US</p>	<p style="text-align: center;">Economical</p> <p>1. Fast food companies being essential were less effected due to COVID pandemic</p>
<p style="text-align: center;">Social</p> <p>1. Changing eating patterns of society 2. Food delivery services is growing rapidly 3. Rise of social media influencers in swaying public opinion about restaurants 4. Online reviews and ratings driving customers</p>	<p style="text-align: center;">Technological</p> <p>1. Synthetic meat to transform fast-food industry</p>
<p style="text-align: center;">Legal</p> <p>1. The company and its franchise association reach settlement 2. Food inspection and safety laws from FDA</p>	<p style="text-align: center;">Environmental</p> <p>1. Meat production causing environmental issues</p>

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