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## BRINKER INTERNATIONAL SWOT & PESTLE ANALYSIS

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**Company Name :** Brinker International

**Company Sector :** Restaurant, Hospitality

**Operating Geography :** United States, North America, Global

**About the Company :** Brinker International, Inc. is a global hospitality corporation headquartered in Dallas, Texas U. S. that operates the Chili's and Maggiano's Little Italy restaurant chains. In 1991, Norman Brinker founded the company and it now owns, runs, or franchises 1,672 restaurants around the world under the names Chili's Grill & Bar and Maggiano's Little Italy. Big Red Chili Pepper, which popularised fajitas and transformed an onion into a work of art, is one of the company's brands. It smokes its meats in-house daily and makes its famous chips from scratch every day. Another brand of the company includes "mangiare bene" which means "to eat well." It believes in sharing the foods that its customers enjoy with their friends and families in a welcoming environment. The company has more than 50 locations where customers can enjoy authentic Italian-American cuisine prepared from scratch. In April, 2021 Chili's launched the "HIDE AND CINCO" scavenger hunt for Cinco De Mayo in which five piñatas were hidden in five cities around the country, with each piñata containing a \$500 Chili's gift card and an exclusive brand for its participating customers.

Brinker International's Unique Selling Point or USP lies in it being one of the world's largest casual dining restaurant businesses, with over millions of followers across the three most popular social media platforms: Facebook, Twitter, and Instagram. On these channels, there is a high degree of customer involvement. Brinker International's mission statement reads, "Serving the world a great taste of life through the power of welcome®, begins and ends with the smart and talented people at Brinker. They are the ones who drive operational excellence, culinary innovation, value for our guests and, ultimately, positive growth for our company".

**Revenue :**

USD 3,079 million - FY ending 31st June 2020 (y-o-y growth -4.33%)

USD 3,218 million - FY ending 31st June 2019

## SWOT Analysis :

The SWOT Analysis for Brinker International is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Huge restaurant franchise across multiple countries</li> <li>2.Strong financial performance compared to peers in the restaurant industry</li> <li>3.Leads industry in employee retention and skill advancement programs</li> <li>4.Quality brands with leading attributes and the ability to leverage scale</li> </ul>	<ul style="list-style-type: none"> <li>1.Brinker's franchises are facing multiple lawsuits for labor wage issues</li> <li>2.Franchise's business is impacting from unclean kitchen's issues</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Leverage digital transformation and customer's growing social media use</li> <li>2.Restaurant industry is expected to see stable sales rise from 2021 in US</li> <li>3.E-commerce food delivery is seeing exponential growth, to reach \$200 billion by 2025</li> </ul>	<ul style="list-style-type: none"> <li>1.Agricultural sector disruptions post pandemic</li> <li>2.Food supply chain and retailers are incurring higher costs due to pandemic</li> <li>3.Increased threat of cyberattacks for the novel digital business model</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Brinker International is given below:

Political	Economical
1.Biden administration's \$15 minimum wage push could lower worker supply demand 2.Trade war with China could see positive changes under Biden's trade policy	1.US government's ARPA provides \$28 billion relief funds for restaurant industry
Social	Technological
1.Customer's preference for online food delivery increased during pandemic 2.Consumers are becoming conscious about ingredients and cooking safety	1.Advances in agricultural development for alternative foods will change what we eat 2.Restaurant industry is improving operations with digital technology
Legal	Environmental
1.Government trade and subsidies will change food industry dynamics	1.Restaurants are using sustainable packaging to reduce plastic waste 2.Growing consumer interest in sustainability and scope 3 emission guidelines

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