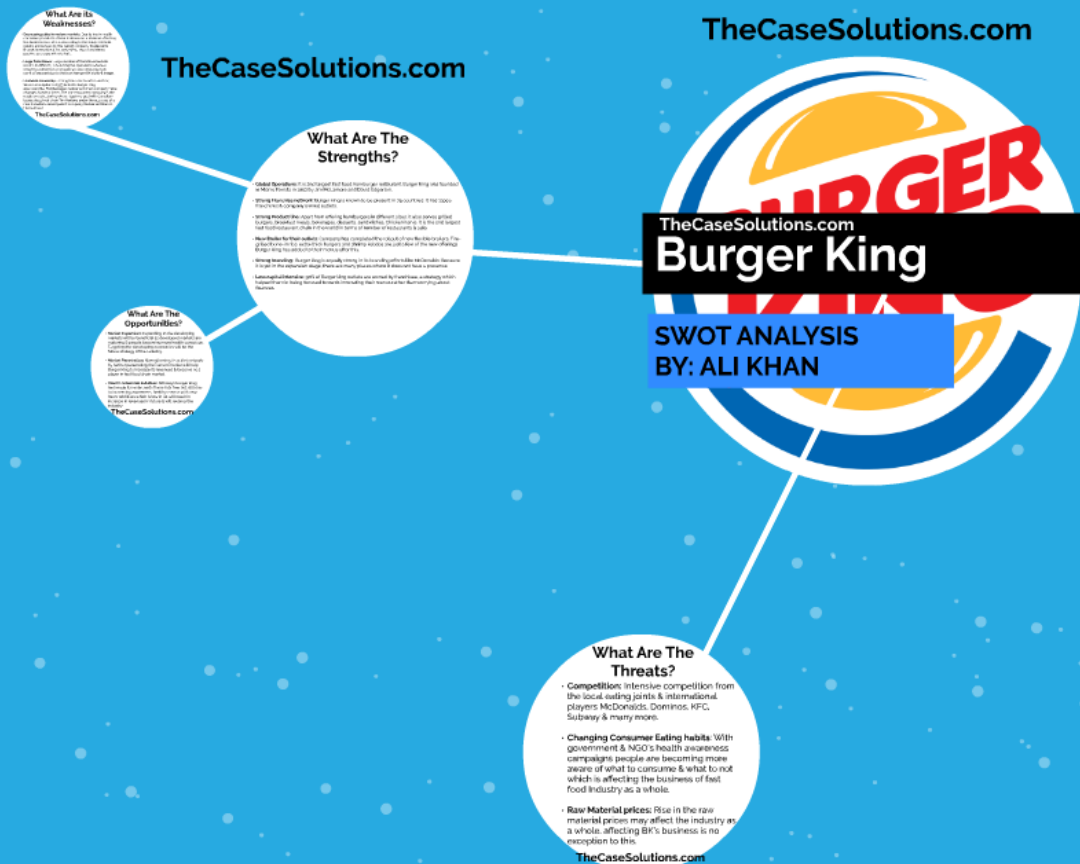


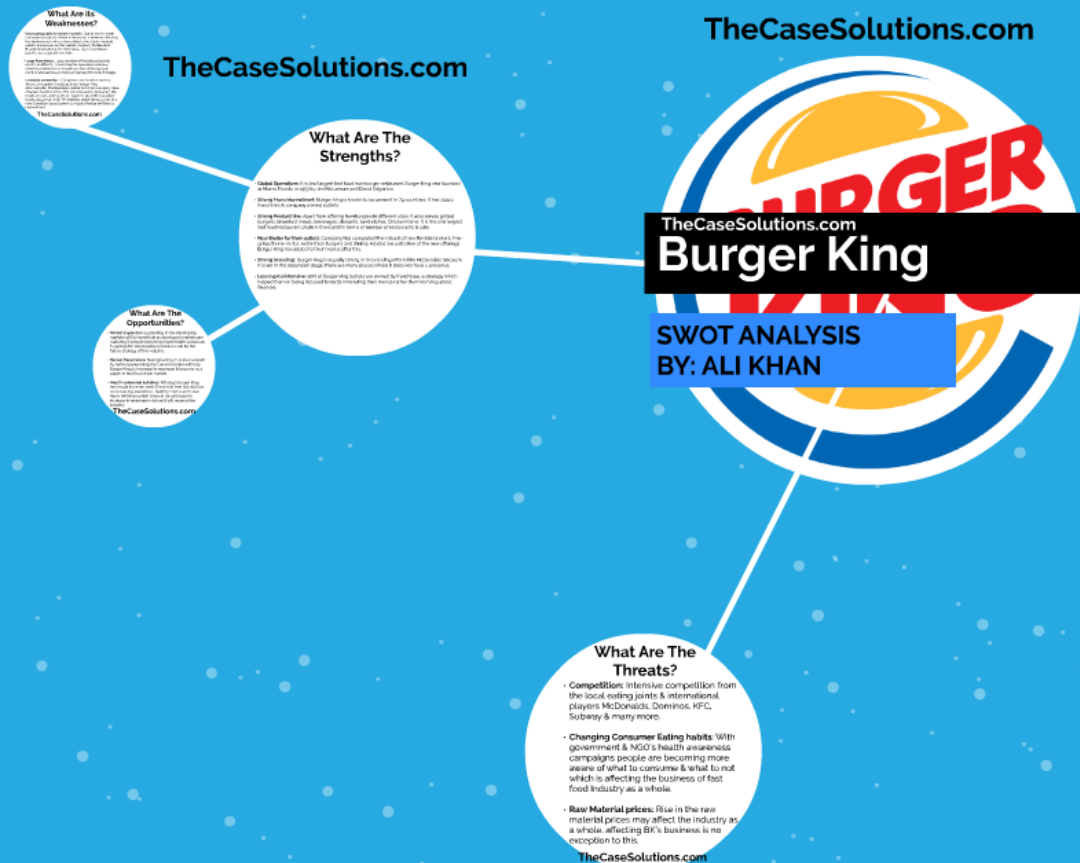
NoBull Burger

Thecasesolutions.com



NoBull Burger

Thecasesolutions.com



TheCaseSolutions.com

TheCaseSolutions.com

Burger King

SWOT ANALYSIS
BY: ALI KHAN

What Are Its Weaknesses?

- **Decreasing sales in mature markets:** Due to rise in health conscious population there is decrease in revenue affecting the business as a whole. According to the 2014's financial results announced by the parent company Restaurant Brands International Inc. Only APAC region registered positive sales growth rate 8.7%.
- **Large franchisees:** Large number of franchised outlets results in difficulty in handling the operations whereas ensuring conformance of quality is also challenging & conflict aroused due to that can hamper BK's brand image.
- **Unstable ownership** – Going from one hand to another. Since its inception in 1953 as Insta-Burger King, a Jacksonville, Florida-based restaurant chain company have changed hands 6 times. The current parent chain company is the result of restructuring where it got merged with Canadian-based doughnut chain Tim Hortons under the auspices of a new Canadian-based parent company, Restaurant Brands International.

TheCaseSolutions.com

TheCaseSolutions.com

What Are The Strengths?

- **Global Operations:** It is 2nd largest fast food hamburger restaurant. Burger King was founded in Miami, Florida in 1953 by Jim McLamore and David Edgerton.
- **Strong Franchise network:** Burger king is known to be present in 79 countries. It has 13000 franchises & company owned outlets.
- **Strong Product line:** Apart from offering hamburgers in different sizes, it also serves grilled burgers, breakfast meals, beverages, desserts, sandwiches, Chicken items. It is the 2nd largest fast food restaurant chain in the world in terms of number of restaurants & sale.
- **New Broiler for their outlets:** Company has completed the rollout of new flexible broilers. Fire-grilled bone-in ribs, extra-thick burgers and shrimp kebabs are just a few of the new offerings Burger King has added to their menus after this.
- **Strong branding:** Burger king is equally strong in its branding efforts like McDonalds. Because it is yet in the expansion stage, there are many places where it does not have a presence.
- **Less capital intensive:** 90% of Burger king outlets are owned by franchisee, a strategy which helped them in being focused towards innovating their menus rather than worrying about finances.

What Are The Opportunities?

- **Market Expansion:** Expanding to the developing markets will be beneficial as developed markets are maturing & people becoming more health conscious. Targeting the developing economies will be the future strategy of the industry.
- **Market Penetration:** Strengthening its outlet network by further penetrating the current market will help Burger King to increase its revenues & become no.1 player in fast food chain market.
- **Health conscious eatables:** Although burger king had made its restaurants Trans-fats free but still due to increasing awareness, healthy menus with new flavor additives which is low in fat will result in increase in revenues in future & will revamp the industry.

TheCaseSolutions.com

What Are The Threats?

- **Competition:** Intensive competition from the local eating joints & international players McDonalds, Dominos, KFC, Subway & many more.
- **Changing Consumer Eating habits:** With government & NGO's health awareness campaigns people are becoming more aware of what to consume & what to not which is affecting the business of fast food Industry as a whole.
- **Raw Material prices:** Rise in the raw material prices may affect the industry as a whole, affecting BK's business is no exception to this.

WEAKNESSES:

- **Decreasing sales in mature markets:** Due to rise in health conscious population there is decrease in revenue affecting the business as a whole. According to the 2014's financial results announced by the parent company Restaurants Brands International Inc. Only APAC region registered positive sales growth rate 8.7%.
- **Large franchisees:** Large number of franchised outlets results in difficulty in handling the operations whereas ensuring conformance of quality is also challenging & conflict aroused due to that can hamper BK's brand image.
- **Unstable ownership** – Going from one hand to another, Since its inception in 1953 as Insta-Burger King, a Jacksonville, Florida-based restaurant chain company have changed hands 6 times. The current parent company is the result of restructuring where it got merged with Canadian-based doughnut chain Tim Hortons under the auspices of a new Canadian-based parent company, Restaurant Brands International.

What Are The Opportunities?

- **Market Expansion:** Expanding to the developing markets will be beneficial as developed markets are maturing & people becoming more health conscious. Targeting the developing economies will be the future strategy of the industry.
- **Market Penetration:** Strengthening its outlet network by further penetrating the current market will help Burger King to increase its revenues & become no.1 player in fast food chain market.
- **Health conscious eatables:** Although burger king had made its restaurants Trans-fats free but still due to increasing awareness, healthy menus with new flavor additives which is low in fat will result in increase in revenues in future & will revamp the industry.

TheCaseSolutions.com

The background of the slide features a large, stylized Burger King logo. The logo consists of a yellow crown with a red outline, positioned above the word "BURGER" in red, bold, sans-serif capital letters. The entire logo is set against a white circular background with a blue border. The background of the slide is a solid blue color with small white dots scattered throughout, resembling a starry sky.

TheCaseSolutions.com

Burger King

SWOT ANALYSIS

BY: ALI KHAN