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What Are The Strengths?

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What Are The Threats?

Competition: Intensive competition fro 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.

 Raw Material prices: Pise in the raw material prices may affect the industry a a whole, affecting BK's business is no according to the

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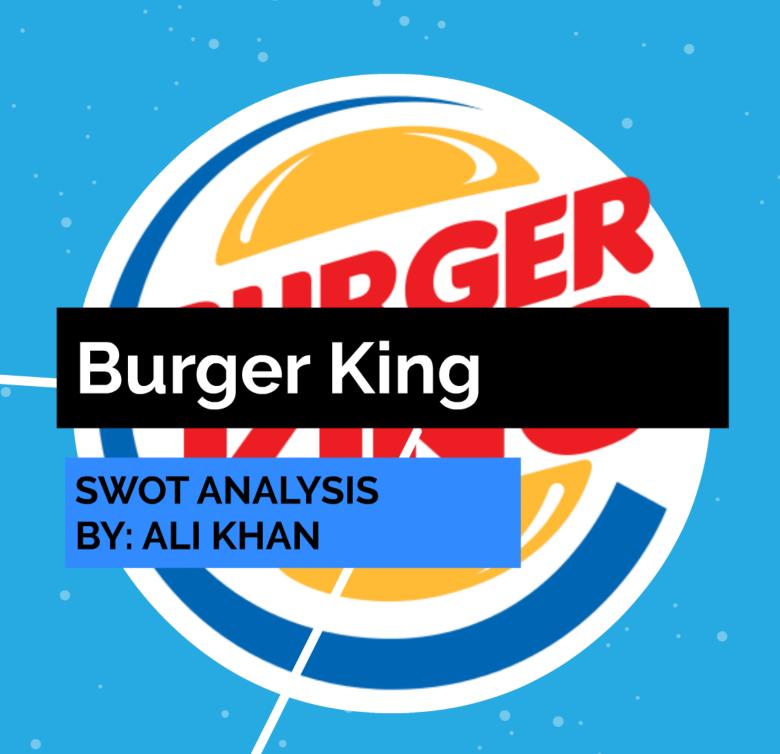


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wnat Are its Weaknesses?

- 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 20x4'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 Integrations.

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.

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. Firegrilled 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.