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OVERVIEW

- Dunkin' Brands
- PESTLE
- Value Chain Analysis
- Key Success Factors
- Porter's 5 Forces
- Competitors Analysis
- Objective (Short and Long Term)
- SAVED Strategy
- Positioning
- Repositioning
- Growth
- Implementation
- New Value Chain
- Budget
- Conclusion

DUNKIN' BRANDS

Poor Customer Perception

PESTLE

Political, Economic, Social, Technological, Legal, Environmental factors.

VALUE CHAIN

Inputs, Processes, Outputs, and Value added.

TV

Television advertising spots and campaigns.

BRANDS

Analysis of various brands in the market.





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Poor Customer Perception

YOU CAN'T STOP DROP

dunkin' brands™

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dunkin'
brandsSM

BR

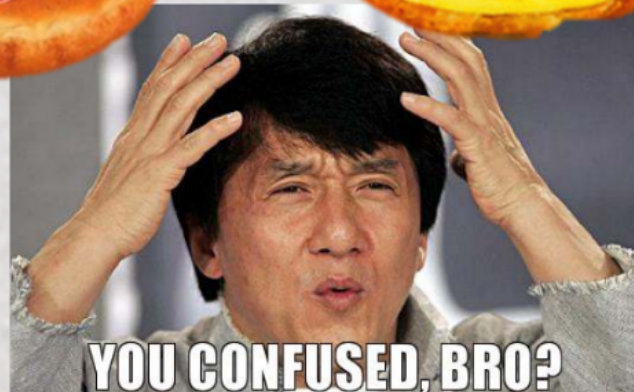
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PESTLE

P olitical	Political instability Impose of restrictions
E conomic	Economic instability Increased in interest rates and commodity prices
S ocial – Cultural	Increasing trend of having healthy snacks Increasing trend of ready to eat meals and spending nature
T echnological	Technological advancement
L egal	Restriction due to different laws and regulations Regulations and tariffs on the imported products and equipment subjected
E nvironmental	Natural disasters Unforeseen circumstances

VALUE CHAIN

. Inbound Logistics



V R I N S

. Operations



V R I N S

. Outbound Logistics



V R I N S

VALUE CHAIN

• Procurement



V R I N S

• Service



V R I N S

• Marketing and Sales



V R I N S