Burger King
Parent Company
Restaurant Brands International
Category
Fast food eating joints
Sector
Food Products
Tagline/ Slogan
Where kids are King; Chicken the way you like it
USP

Burger King has a lot of burger varieties at affordable prices
Burger King STP
Segment
People willing to have a hygienic and delicious non conventional meal at a restaurant
Target Group
Target Group
Children and youth from middle and upper class
Positioning
The best in burgers
Burger King SWOT Analysis
Strengths

1. Burger King is a hugely popular brand name in the fast food industry with a high brand loyalty
2. Burger King serves close to a billion burgers every year globally
3. Product differentiation is focused of the brand based on geography and demographics
4. The brand has grown globally by opening in new geographies as well as creating a localized menu
5. Burger King has a strong brand equity in fast food segment world over
6. More than 20,000 people are employed with the brand
7. Burger King is present at more than 15000 locations in more than 70 countries
8. The annual revenue of the company is more than \$1.5 billion
9. The brand has also introduced a loyalty program to target its repeat customers & provide them with a
10. Burger King's sales have increased with the growth of online food ordering & home deliveries
Weaknesses
1. Alleged high fat and high calorie food not good for health conscious people

Competitors
1. KFC
2. Pizza Hut
3. Domino's
4. McDonald's
5. Subway
6. Smokin Joes Pizza
7. Taco Bell
8. Papa Johns Pizza