

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

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

2. Intense competition means limited market share growth for Burger King

Opportunities

1. Expanding home delivery options for customers can really boost Burger King's sales

2. Open new branches and outlets at new locations can help the brand grow geographically

3. The company can advertise more and give discounts to capture new market

4. Product improvement & innovation by tailoring it as per tastes of people around the world can boost B

Threats

1. Threat from other eating joints & restaurants, which can impact Burger King's market share

2. Health concerns among general public regarding fast food

3. Food costs are rising higher than standard inflation which lead to decline in margins

Competition

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