

# Swot of burger king

[Business](#), [Company](#)



Burger King is the world's second-largest chain as measured by the total number of restaurants and system-wide sales. \_ Greater franchise mix a result of its higher franchise mix, the company is able to grow with minimal capital expenditure and is assured of regular income in the form of fees and royalties Strong financial performance

\*Revenues and income have consistently grown providing a platform for future growth \_ Global brand equity Weakness: Market concentration

\*Though the company operation in 65 countries, its operations are heavily concentrated in the US and Canada.

About 65% of its restaurants are located in the US and Canada. \_ Scattered marketing campaign

\*Fail to efficiently promote products, because they are too busy trying to promote " The King" character. \_ Declining market share Slowed revenue and income growth Opportunities: New products development

\*Burger King value menu featuring six items at less than \$1, breakfast sandwiches, specialty burgers. New opportunities in growing economies

\*India, China, Singapore, Malaysia and Vietnam Positive outlook for restaurant industry in the US

\*The year 2009 would mark the 18th consecutive year of sales growth in stature industry

\*Well positioned companies will benefit from growing foodservice sector \_  
Reduce cost of entry for Burger King franchise \_ Expand in Asia market  
Reduce underperforming outlets.

Read also Burger King on Net Neutrality