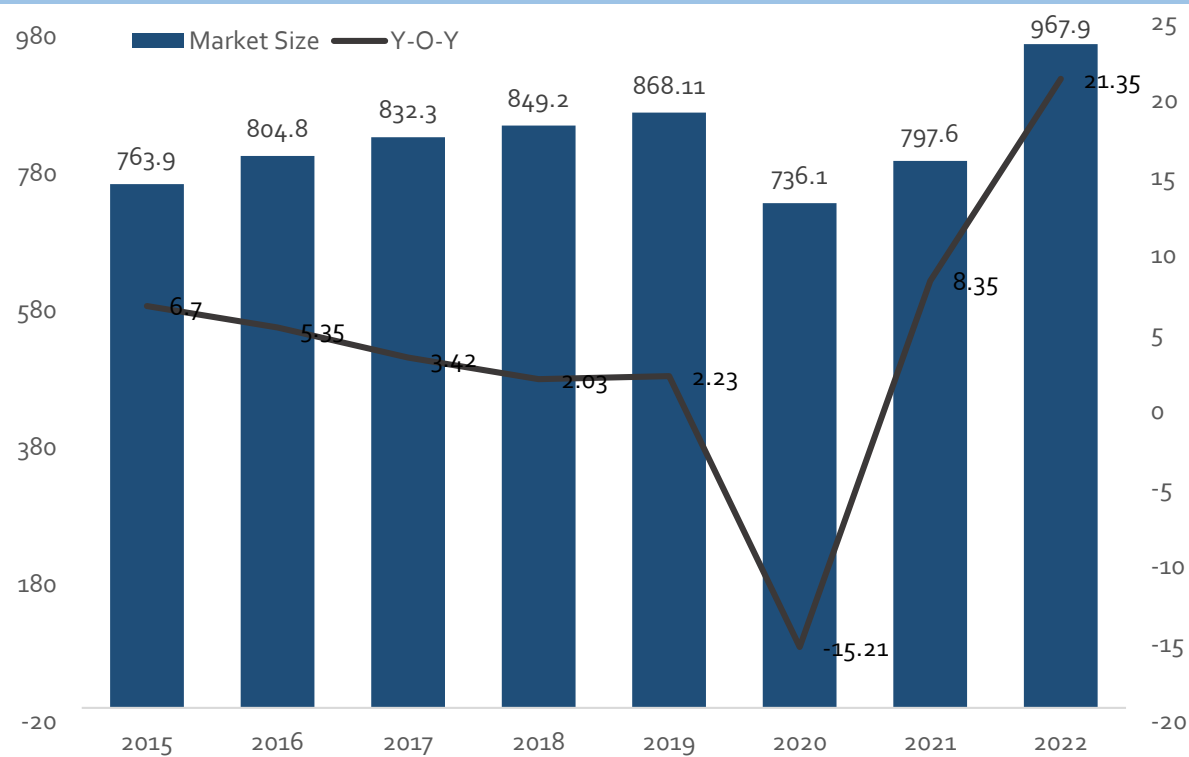


Fast Food Industry

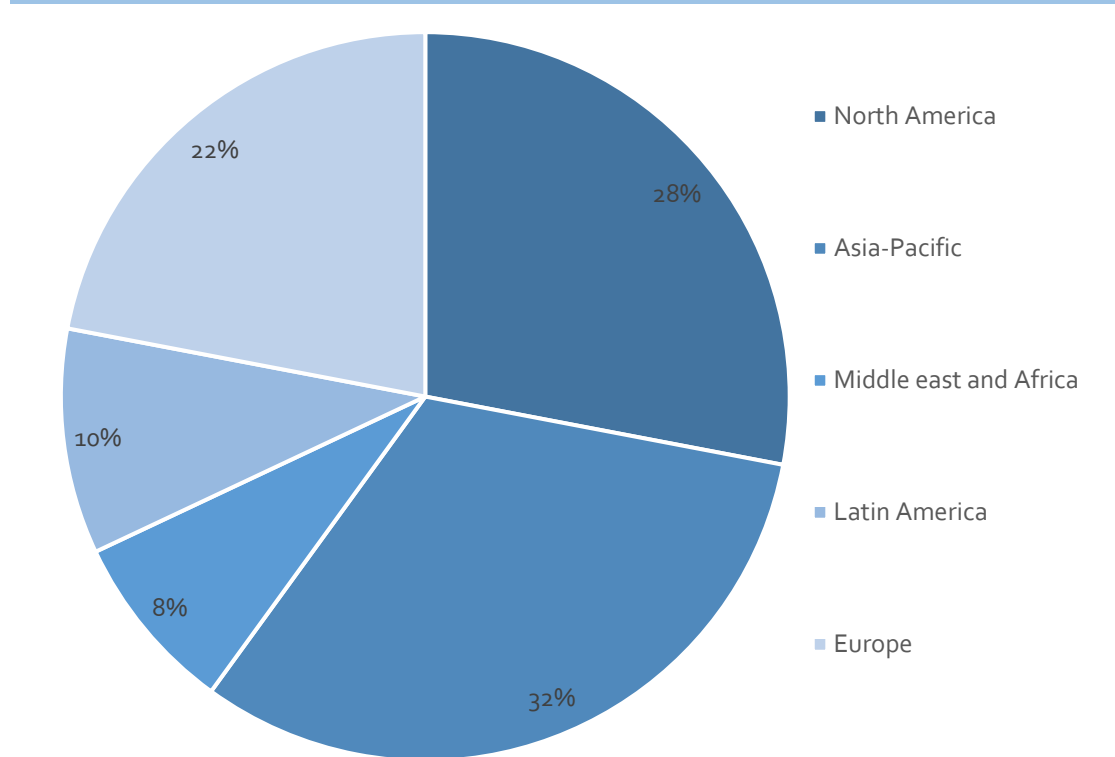
With the expansion of the consumer food service industry globally and rising global consumer buying power, the fast-food industry is seeing tremendous growth in consumer demand

- ▶ The concept of fast food has increased demand for food globally & businesses have profited from this; the sector has grown due to the affordability and convenience of fast food.
- ▶ Smaller meals are in demand due to changing living preferences, such as busy schedules and working women, which has led to the expansion of the fast-food industry
- ▶ In the global COVID-19 epidemic in 2020, the food service industry saw benefits from online food delivery since it allowed customers to acquire meals while food providers continued to operate; additionally, the surge in the online food delivery transformed the way suppliers and customers communicate
- ▶ Customers have switched from using traditional methods to order meals to digital ones since they are easier to use, faster, more transparent, error and entirely transparent

Market size of Quick service restaurant industry(in billions)



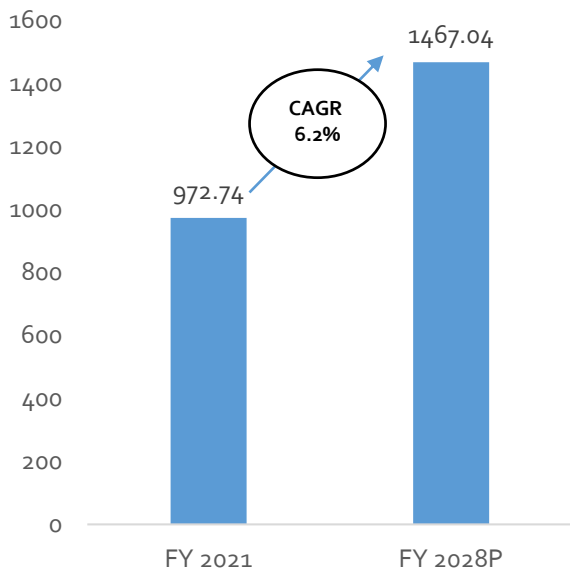
Fast Food market share by region ,2021(%)



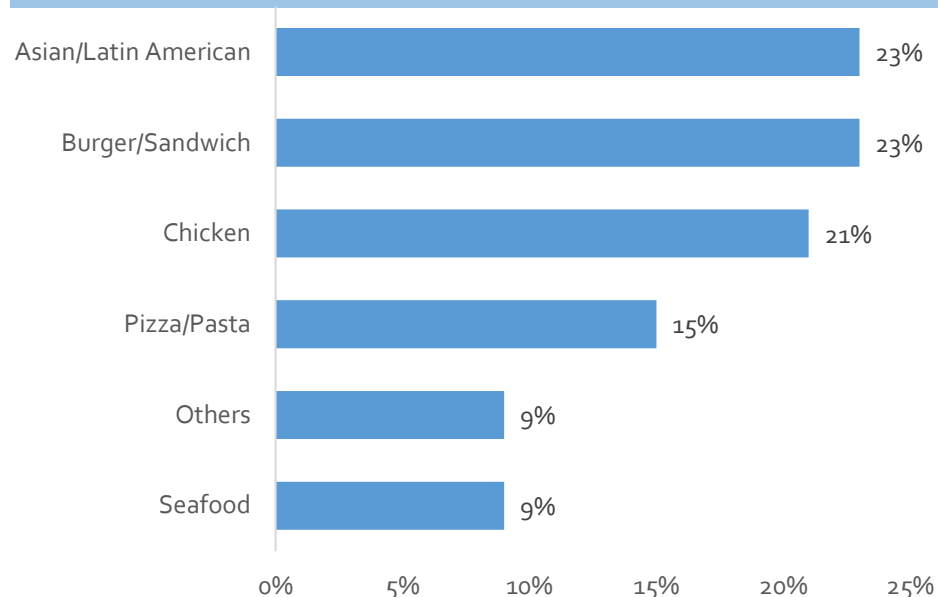
Market Insights(1/2)

The global fast food market size was \$972.74 billion in 2021, it is projected to grow at a CAGR of 6.2% between the period of 2021 to 2028 and is expected to reach 1467.04 billion in 2028

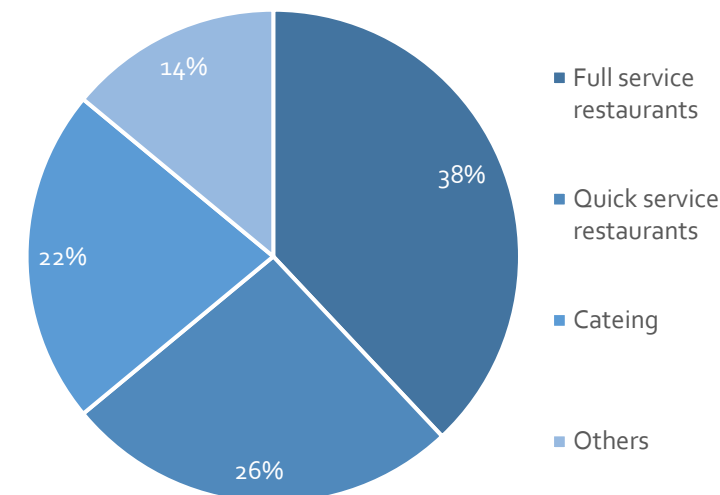
Global Market Size(In billion)



Global Fast Food Market by product type,2023



Fast Food Market by end users ,2023



Key Highlights

One-third of the population (65%) eats fast food at least once a week.

People spend \$148 a month on fast food on average.

In 2021, there were 196,839 fast food restaurants available to Americans.

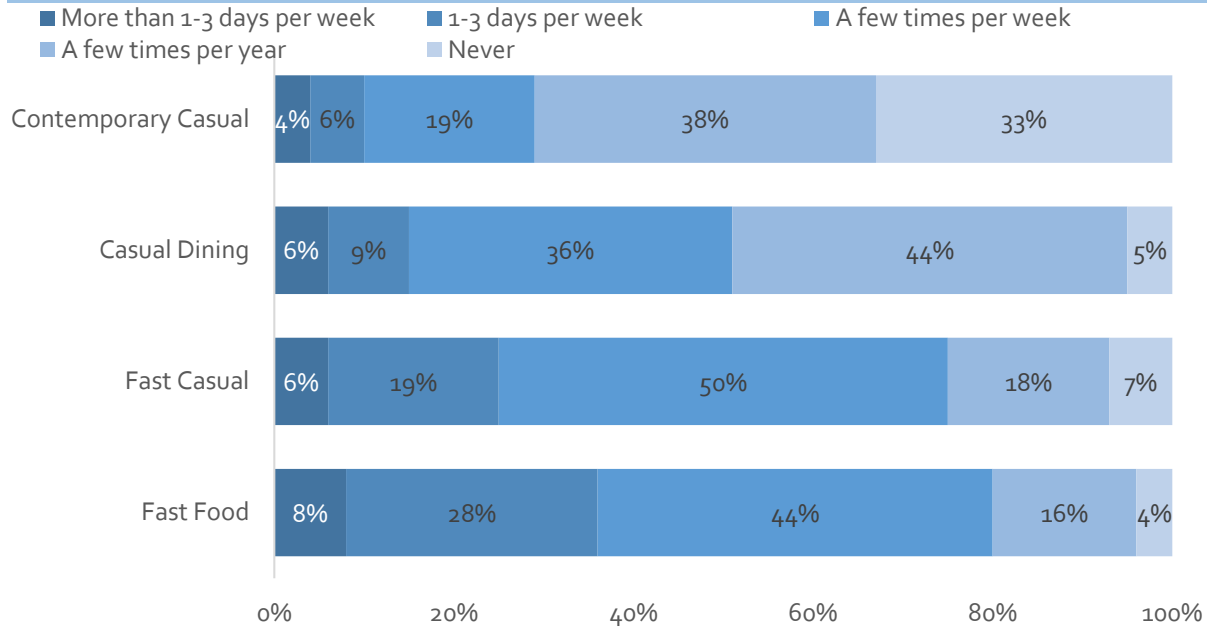
The biggest food industry behemoth in the world is called Yum Brands. It is present in 150 countries with 50,000 locations..

Just 7% of women and 20% of men, respectively, say they eat fast food on a daily basis.

Market Insights(2/2)

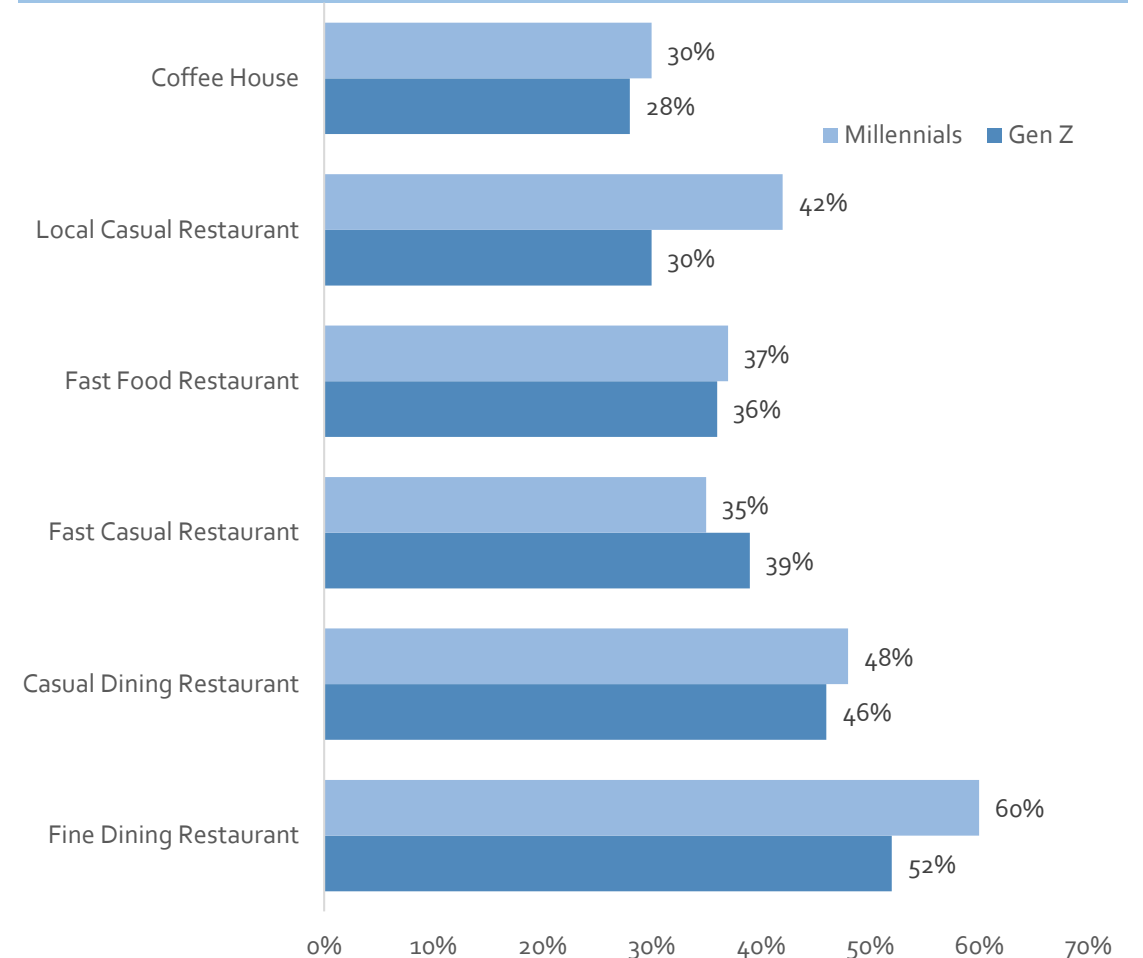
While 11% of older consumers favour sustainably sourced food, 16% of Gen Z's look for organic options on menus and Gen Z's report an average spending of \$ 119.68 each month

GENZ'S restaurant visit frequency by category, 2022



- ▶ 3 out of 4 Gen Z customers, or those between the ages of 10 and 25, visit cafés, such as Starbucks and Dunkin', quick-service restaurants, such as McDonald's and Taco Bell, and fast-casual restaurants, such as Panera and Chipotle, at least a few times a month
- ▶ Fast food remains a popular alternative, even if over half of Gen Z customers say they are searching for healthier menu options (more than 1/3 eat it at least once a week). Just 5% of Gen Z consumers claim not to eat fast food at all, according to the report.
- ▶ 53% of respondents ate chicken at least once or twice a week & 71% ordered snacks at the same frequency as American GenZ have an estimated buying power of \$150 billion

Type of place to eat outside for a meal (Millennials vs Gen Z)



The rapid growth of fast food chains in emerging economies, has also aided in the expansion of the sector which accounts for more than 50% of the entire sales in restaurant sector

Food Truck Model

- The basic yet efficient business strategy of a food truck is to prepare, cook, and serve food from a mobile kitchen with market adaptability
- Fast food, gourmet dinners, international cuisines, desserts & even drinks are served by these food trucks to reach varied segments
- To foster a stronger sense of customer loyalty and satisfaction, delivers an exceptional service
- Build connections with groups & public events to increase the customer base

Brick and Mortar Retail Model

- The strategy is centered on creating, developing, and marketing a restaurant that produces, serves, and delivers meals to customers inside its walls in addition to providing takeout and delivery options.
- Numerous factors, such as shifting consumer preferences, stable financial situations, dynamic lives, tours, and travel, provide up new possibilities for a profitable restaurant business
- Restaurants upgrade previous models with new ones that use better ingredients and serve customers faster than traditional models

Ghost/Virtual Kitchen Model

- The location of the virtual kitchen is carefully picked to be either highly inhabited or have a strong demand for food delivery services
- A third-party delivery firm prepares and delivers the food without requiring any seating space
- Ghost kitchens mainly rely on websites and apps for meal delivery to take orders from customers
- Cloud Kitchens attract a sizable portion of young people & working adults who are ready to pay for upscale meals that is delivered right to their door

Kiosk Model

- Stand-alone booths or carts known as kiosks are frequently seen in train stations, airports, shopping malls & music venues for minimal finishing of food
- Retail and restaurant owners can improve both their top and bottom lines while providing a better customer experience at a lower cost through kiosks
- By utilizing kiosks, foodservice operators may reduce the workload for their counter workers and free them up to handle other tasks.
- showing pictures of the food and making suggestions for additional, kiosks can raise average basket sizes by 25–40% and reduces waiting time

Franchise Model

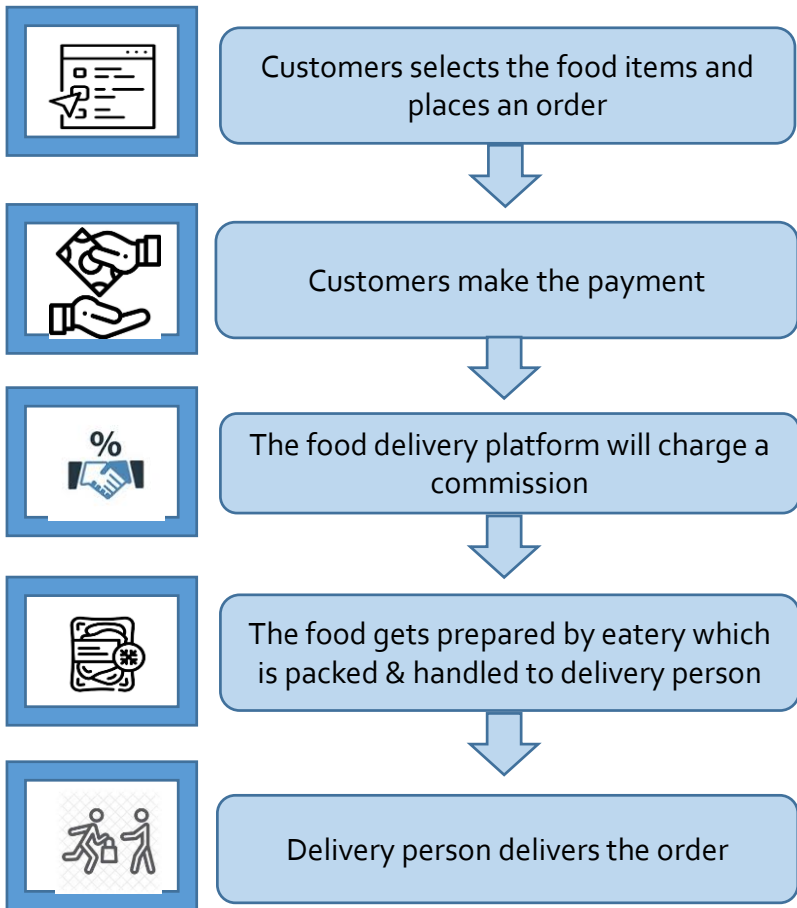
- One of the most well-liked and prosperous business models in the food franchising industry is the restaurant franchise concept offering scalability
- The main purpose of restaurant franchising is to grow the company and supply products and services to satisfy growing customer demand
- Through franchising, entrepreneurs or company owners buy in an established restaurant brand and run one or more locations under that name
- It provides support & access to franchisor resources

Rented Shared Commercial Kitchen

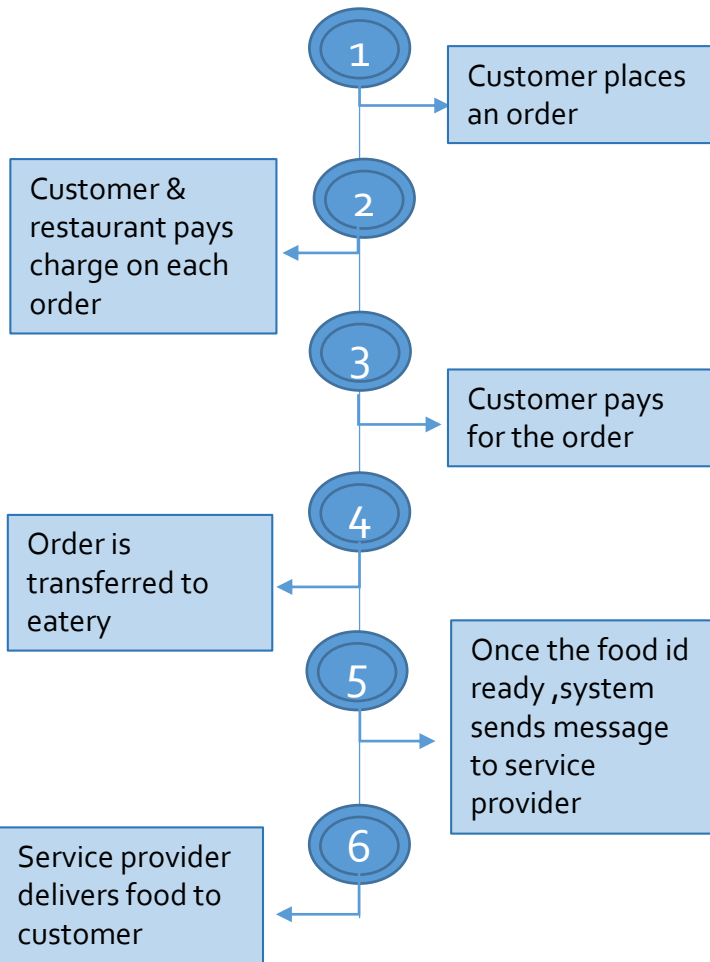
- A commercial kitchen that has multiple tiny kitchen suites installed is known as a shared kitchen& startups can rent suites on hourly or monthly basis
- These kitchens only serve the delivery and takeout industry; they do not have a regular eating area
- The fact that shared commercial kitchens are more affordable & offer a less risky means of entering the food business is one of their biggest advantages
- In order to grow the business and reduce financial risk, these kitchens are frequently employed when moving out of a home kitchen setting
- Commercial shared kitchens are furnished with top-notch equipment and equipment

The restaurant to consumer online food delivery market has an annual growth of 9.3% during 2020-2024; 46% food service delivery orders come from customers making use of discounts

The Order Only Model



The Order and Delivery Model



Cloud Kitchen Model

- Independent Model:**
One Kitchen, One brand and One location
- Multi Brand Model:**
Multi brand cuisine, a single kitchen, multiple outlets and no storefront
- Hybrid Model:**
Single brand, single kitchen, multiple outlets, with a storefront
- Delivery app owned shell:**
Aggregator owned, multi restaurant brand, rented coworking kitchens, no storefront
- Delivery app owned fully stacked:**
Aggregator owned, multi restaurant brand, rented kitchens with a storefront
- Fully Outsourced:**
Cooking and delivery fully outsourced

Fast Food Industry- Trends

Fast food restaurants will continue to rely heavily on technology; as per QSR, by 2025, these establishments will automate 51% of tasks, compared to 27% at full-service restaurants

Key Industry Trends

► Online Delivery Platforms

Customers can purchase their preferred food from these platforms in the comfort of their own homes, providing them with unmatched convenience though fast-food businesses pay price for this convenience as delivery platform charges substantial payments to restaurants

► Omni-Channel Ordering System

Given the growing popularity of takeout and delivery, restaurants must be able to serve their whole clientele and the ability to obtain customer information is also an added advantage

► Breakfast Breakthrough

QSR's are seeing an increase in performance due to the importance of the breakfast period. Breakfast is being consumed out by more customers & QSRs are capitalizing on this trend

► KIOSKS

In the fast food industry, self-ordering kiosks are among the most effective alternatives; they save businesses a lot of money by enabling customers to buy food on-the-go

► Ghost Kitchens

Ghost kitchens or virtual kitchens operate exclusively for delivery without a traditional dine-in space and are designed to optimize the preparation and dispatch of food orders

Sustainability Trends

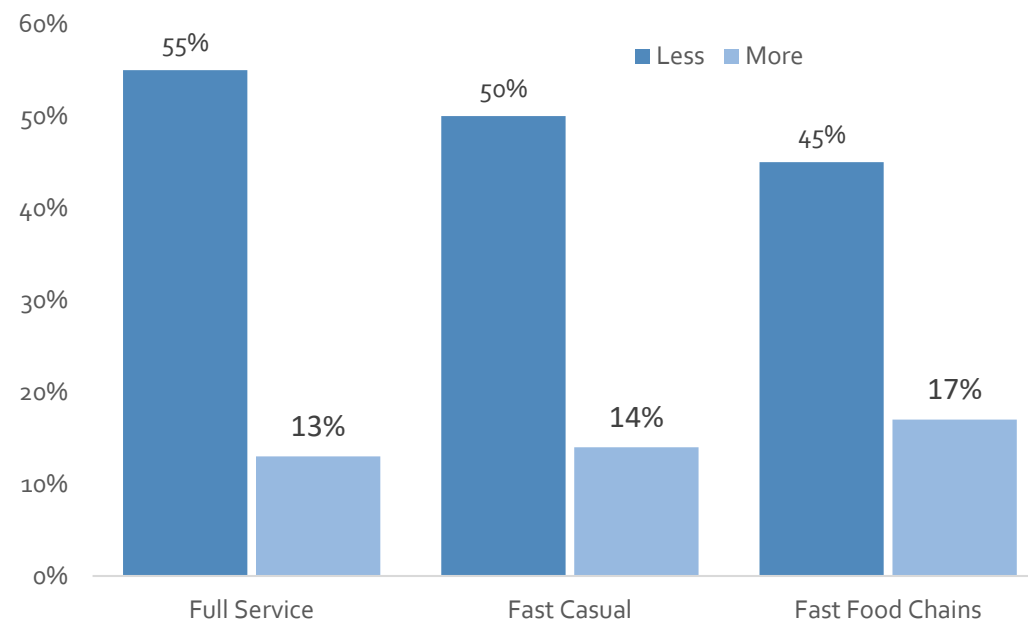
► Zero waste initiatives

Fast food establishments can think about zero waste programs that significantly reduce the garbage they generate, such as moving from disposable to recyclable or reusable containers

► Rise of Plant based and protein sources

Numerous issues, such as health concerns, ethical considerations regarding animal suffering, and environmental concerns, are driving this movement; plant based protein offers sustainable & cruelty free option as consumers increasingly seek plant based alternatives

Eating frequency of adults in united states by restaurant type



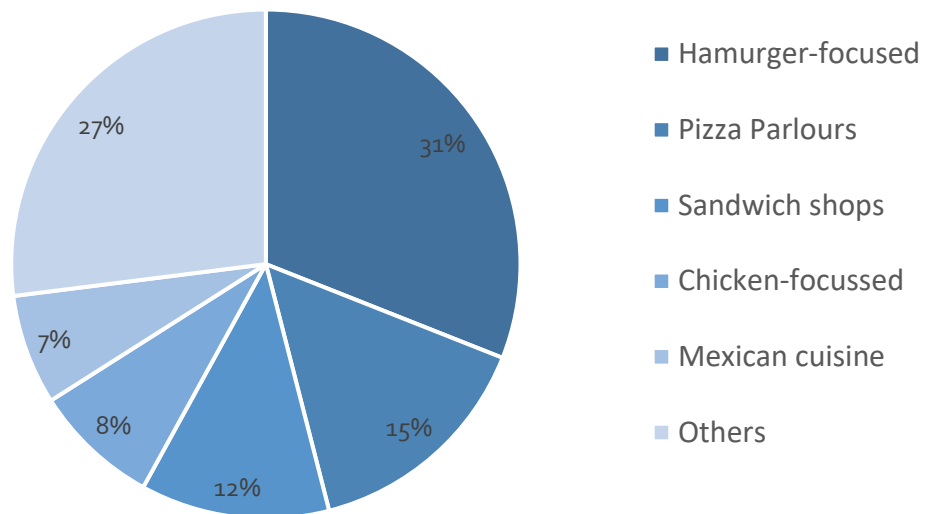
U.S states with the least fast food restaurants per capita

States	Restaurants per capita
Vermont	1.9
New Jersey	2
New York	2.1
Mississippi	2.1

Fast Food Industry- Consumers Insights

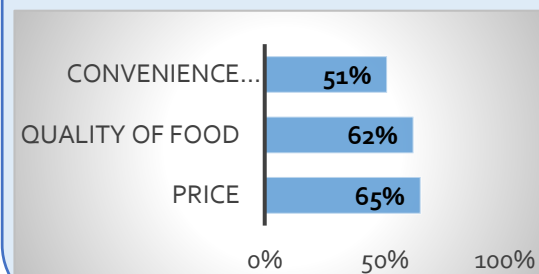
21% of millennials make fast food selections based on what they see on social media posts and 59% of young adults are regular consumers of fast food restaurants

U.S Fast Food Segment by market share

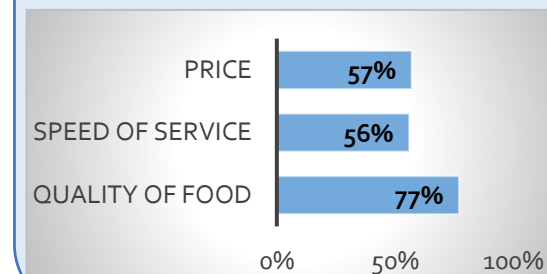


How Consumer Choose a Fast Food Restaurant ?

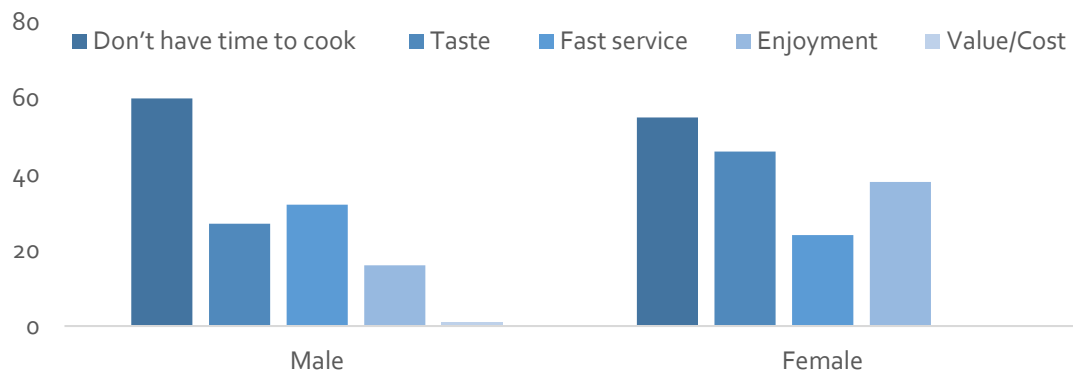
Generation Z



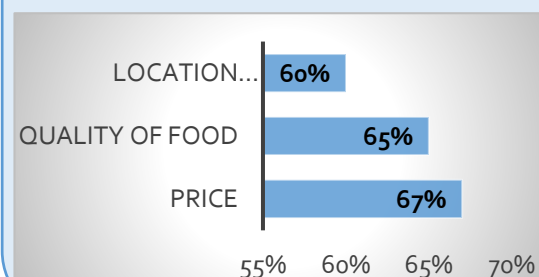
Millennials



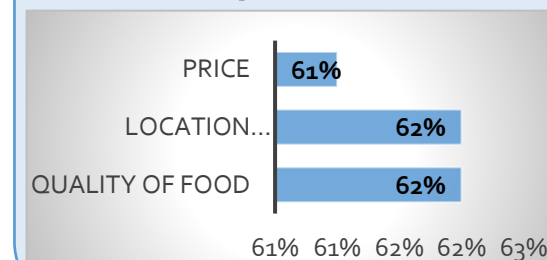
Reasons for choosing fast food



Generation X

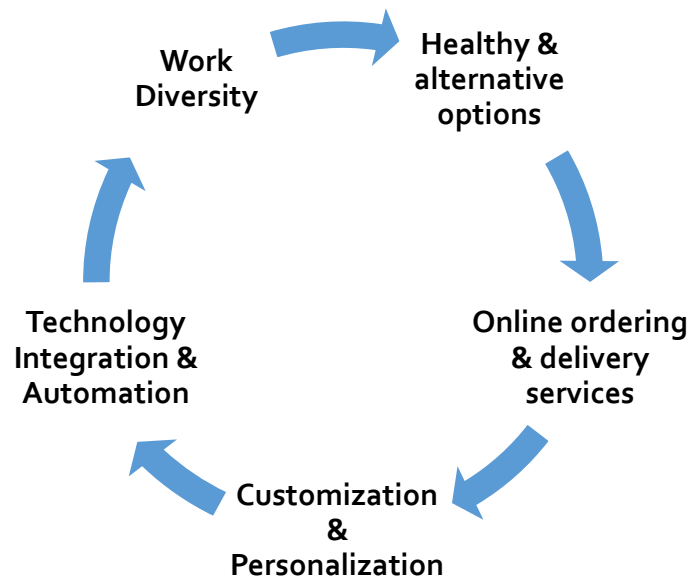


Baby Boomers





Fast Food Industry- Opportunities and Challenges


Opportunities



Key Challenges

- 

Rising Completion
Aggressive expansion methods among industry competitors intensify their strong rivalry as each brand tries to stand out in a crowded market
- 

People’s shift to healthier lifestyles
The shift is a result of people becoming more health conscious as well as more aware of their fitness levels & placing more attention on eating well
- 

The threat of being sued
Companies need to make significant changes to their menus in order to comply with restrictions regarding nutritional disclosure laws

Risks in the Fast Food Industry

- Certification & Licensing**
Keeping up with all necessary permits such as those for handling food, business registration, liquor licenses in some situations, and more requires extensive expertise and faultless execution
- Transportation and Storage**
In order to reduce the possibility of fresh food spoiling, the majority of fast-food restaurants opt to use frozen goods. This makes appropriate temperature-controlled storage facilities necessary
- Third Party Provider Risks**
A fast food restaurant may suffer significant losses as a result of supply issues for raw materials, an inability to purchase in bulk, difficulties in meeting demand, and difficulties in keeping food after a certain point

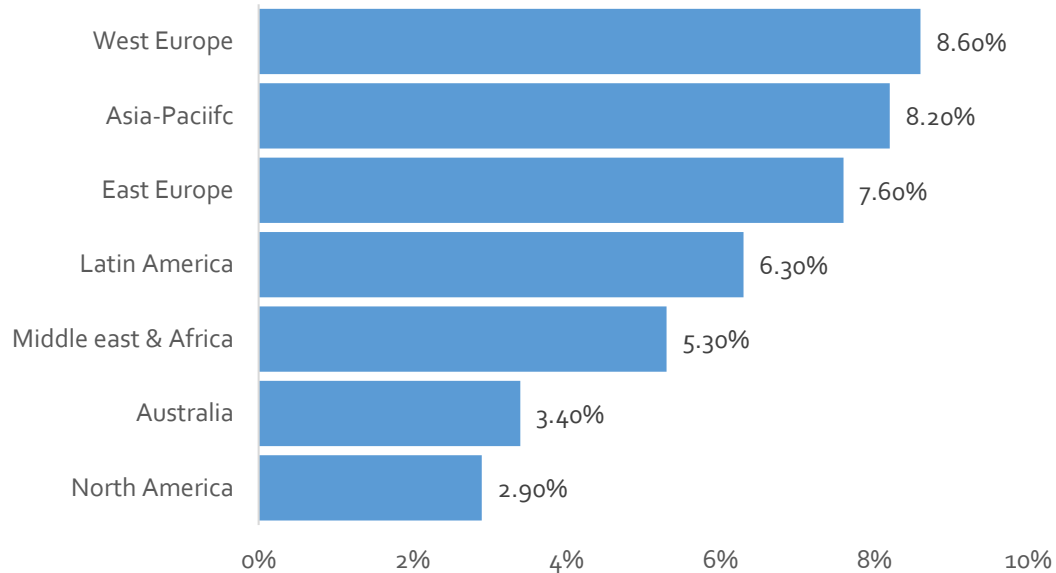
Risk Mitigation Strategies

- The risk and repercussions of non-compliance may be reduced with an efficient regulatory & compliance program and resources set aside to monitor compliance, assess the ramifications, and determine the appropriate response
- Devising backup plans to lessen the effects of supplier disruption, such as finding new suppliers, building strategic inventories of essential materials, or putting in place adaptable production techniques, and diversifying their supplier base
- Collaborating closely with logistics partners to streamline delivery procedures, routes, and timetables. Make sure to utilize sturdy, leak-proof containers appropriate for the particular food items being delivered

Fast Food Industry-Pizza Category(1/2)

In 2023, the global pizza market was valued at \$148.6 billion, the market is expected to grow at a CAGR of 4.5% during the forecast period of 2024-2032 to reach at \$222.5 billion by 2032

Growth rate of pizza industry worldwide between 2022 and 2023, by region



Key Market Insights

- ▶ Over 245,000 pizza restaurants may be found worldwide, with over 77,000 of them in the United States and average pizzeria uses 55 boxes per day
- ▶ In 2020, American consumers spent \$20 billion or more on QSR carry-out pizza, and an additional \$14 billion on delivery
- ▶ Pizza technology is becoming more and more significant; over 70% of Domino's orders are placed online
- ▶ While independent pizza businesses earn AUVs of \$385,000, chain pizza brands typically create AUVs of \$656,000
- ▶ The majority of publicly traded pizza company franchisors set aside 2% to 3% of their yearly sales for capital expenses

Top Pizza Industry Trends

Ghost Kitchens

Many pizza businesses are switching to a ghost kitchen model, which offers online pizza delivery with few brick and mortar facilities, as the demand for food delivery keeps rising

Mobile Pizzeria's

Pizza trucks and mobile pizzerias are growing in popularity because they let businesses go where the customers are, whether it's to festivals or busy pedestrian areas

Vegan and Vegetarian options

Pizzerias are adding vegan and vegetarian options to their menus, along with plant-based cheeses and meat substitutes, as more customers choose plant-based diets

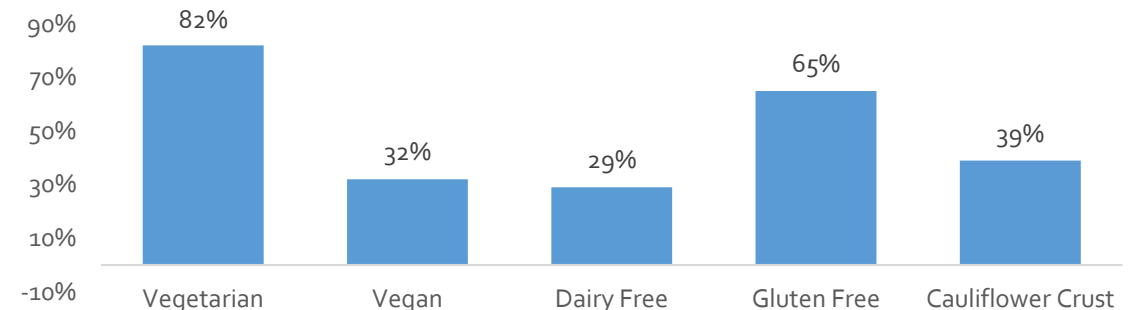
Gluten free options

Pizza crusts without gluten and other allergy-friendly choices are becoming more and more popular as a result of the demand for more inclusive eating experiences

Personalization and Customization

More than ever, customers want to be able to personalize their pizzas. Brands that offer a variety of topping options and custom orders will be more successful

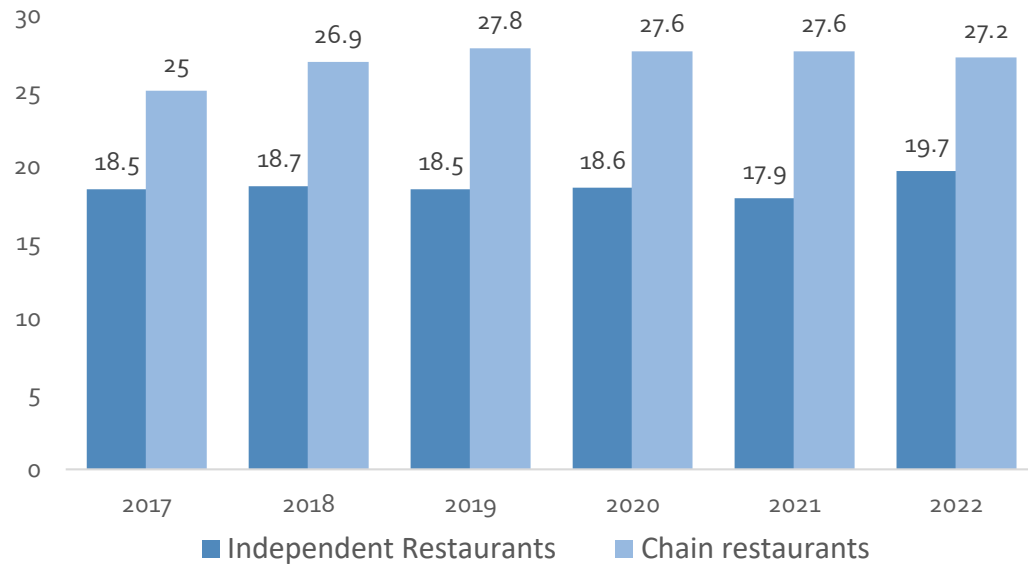
Specialty Dietary Pizza options



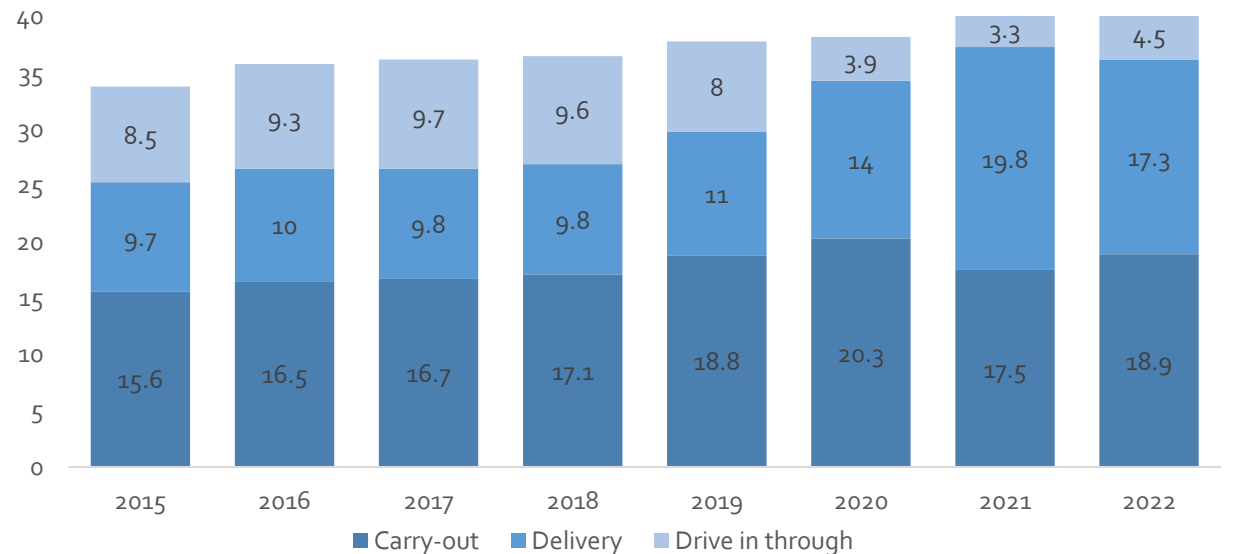
Fast Food Industry- Pizza Category(2/2)

In 2022 consumers spent \$17.3 billion on pizza delivery in the US with delivery sales making up for 60% of the total pizza market ; on average an American consumes 46 slices per year

Pizza Restaurant sales in the united states from 2017 to 2022(in billion)



Consumer Spending in the Quick Service Pizza restaurants in the US(in billions)



Market Drivers

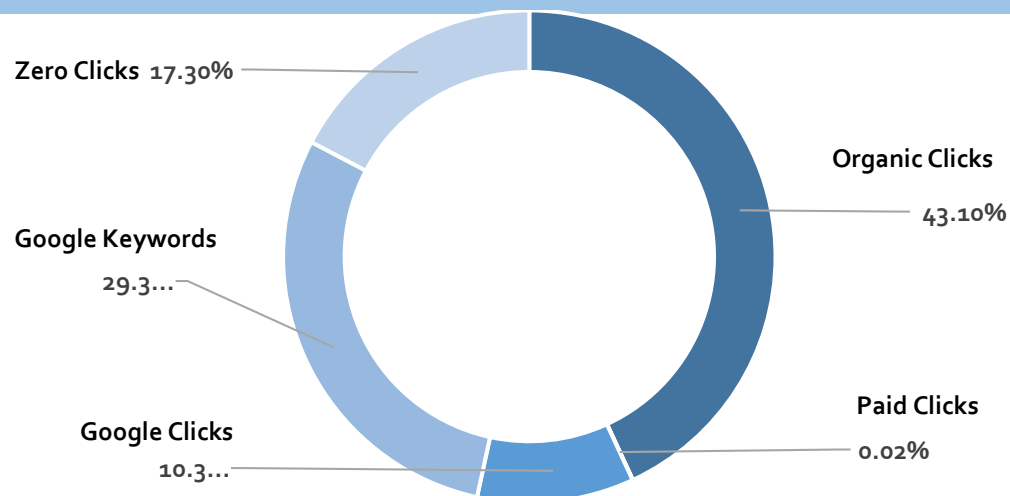


Key Pizza Delivery Statistics

- ▶ 20% of the pizza delivery market is accounted for by third-party services like DoorDash & UberEats, proving disruptive power of digital platforms in traditional delivery landscape
- ▶ Local pizzerias make up almost 30% of the market, which indicates that people are becoming more and more interested in local experiences and flavors
- ▶ 40% of customers base their choice of pizza brand on the company's marketing, highlighting the significance of branding & marketing in shaping consumer decisions
- ▶ Customers are becoming more conscious of sustainability and eco-friendly methods, 50% of consumers who are willing to pay extra for pizzas from sustainable brands
- ▶ 40% of all pizza offerings will cater to health conscious consumers reflecting global shift

46% of google searches are local thus providing a slice of opportunity for the business owners and 90% of brans found that online reviews impacts local rankings to a great extent

Google Search CTR's



Key Statistics in the industry

- ▶ **Restaurants that maintain an active Google business presence receive 79% more Google evaluations:** Consumers today place almost 4 out of 5 times as trust online reviews & google reviews have a impact on search engine ranking on google
- ▶ **Restaurants who maintain an active Google Business Profile receive 89% more calls, visits to their website, and requests for directions from Google:** Google business profile is the new front door to the business, by actively updating it with new information a door gets paved for the customers to know about the business
- ▶ **Over 50% of 'near me' searches result in a physical store visit:** Placing business at the top of search results, local SEO ranking will help to attract customers
- ▶ **Astonishingly, 78% of mobile local searches lead to an offline purchase:** 80% of all mobile local searches online lead to a conversion

SEO implications in the fast food industry

Digital discovery equals foot traffic

By making restaurant stand out in local search results, it can attract potential consumers to physical location with the use of effective restaurant SEO methods

Localized Visibility for footfall

For restaurants in particular, a local SEO strategy is essential because it reaches local customers looking for somewhere to eat

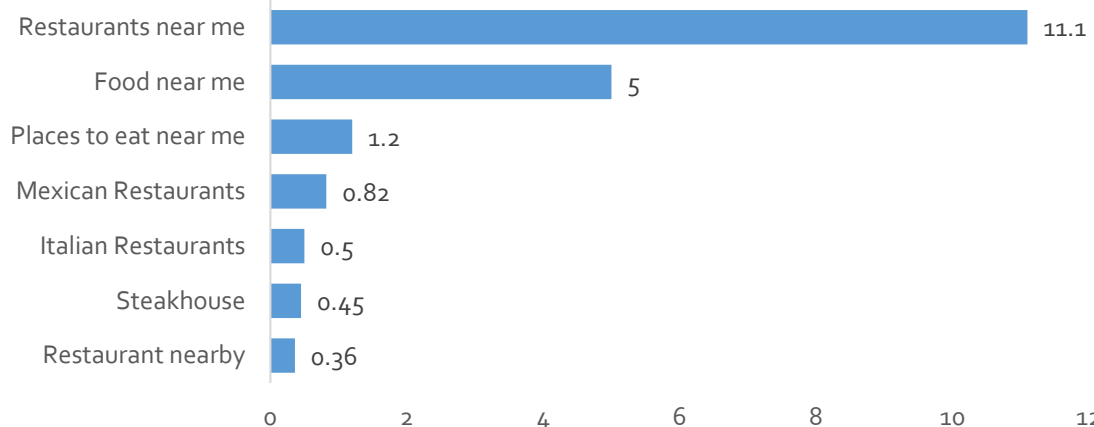
Enhanced User Experience

A well-designed website that loads quickly, has easy navigation, and has relevant content makes for a happy user experience & entices people to look on offerings

Brand Credibility

Making an impression on prospective customers by ranking highly in search results gives credibility and trust as it conveys that the establishment is reputable

Popular search keywords



Top 3 sponsored listings on the search results page receive average click of 41% from Google Ads, with an average CPA(shopping ads)of \$35.80 for food & beverage sector

Google Ads implications on the industry

Data Driven Insights

Google AdWords gives fast food businesses comprehensive data and insights into the effectiveness of their ads, enabling them to improve their marketing tactics

Consumer Influence and Decision making

Getting the top spot in sponsored listings or search results enhances the chance that customers will select promoted fast food restaurant by appearing at crucial searches

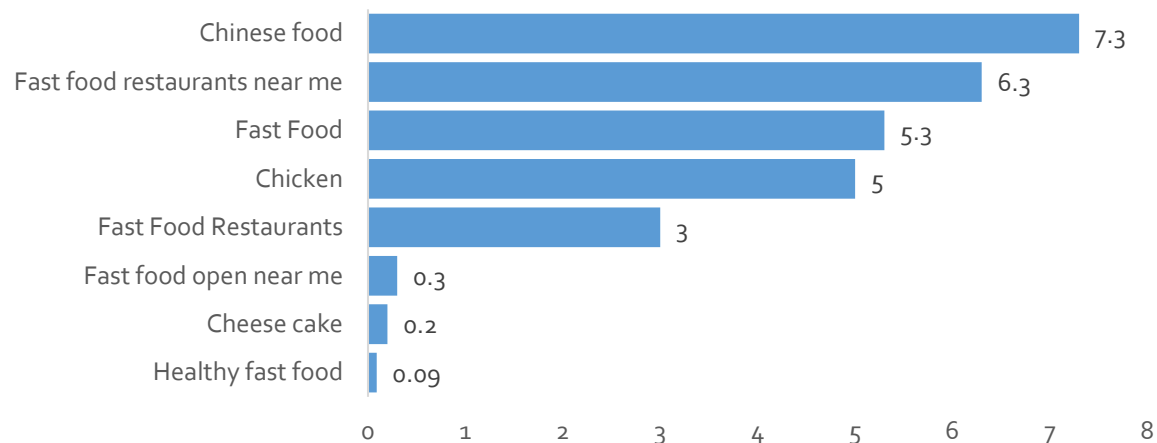
Localized Marketing

Businesses can advertise certain sales, occasions, or menu items catered to the tastes of their local clientele thanks to this localization based on geographic locations

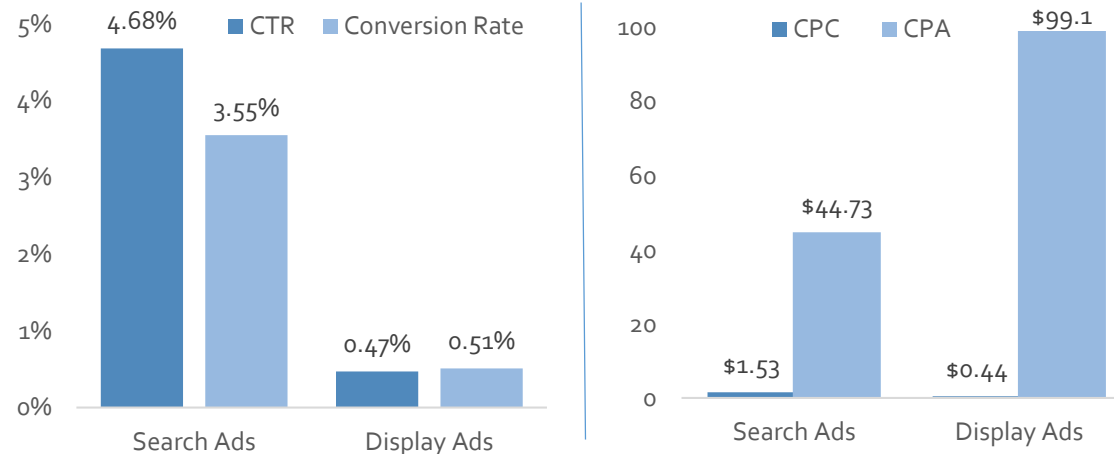
Adaptation to trends

Google Ads give fast food restaurants instantaneous data on the preferences & behavior of their customers, enabling them to modify their marketing tactics

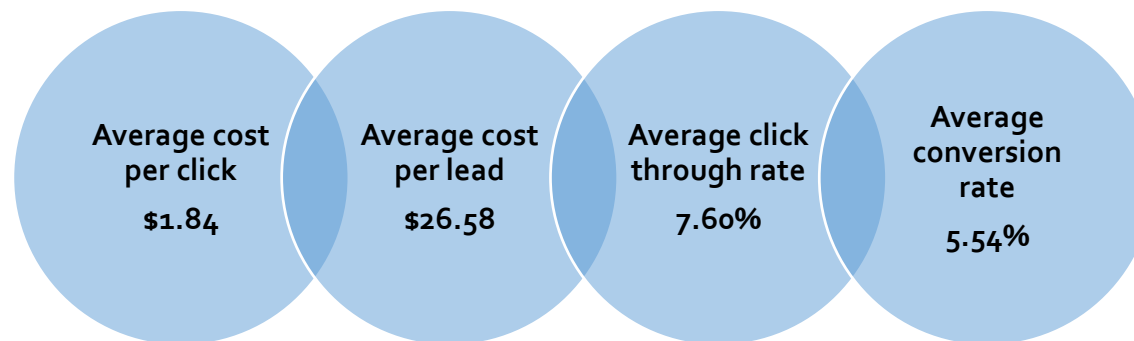
Google AdWords Keywords with search volume(in millions)



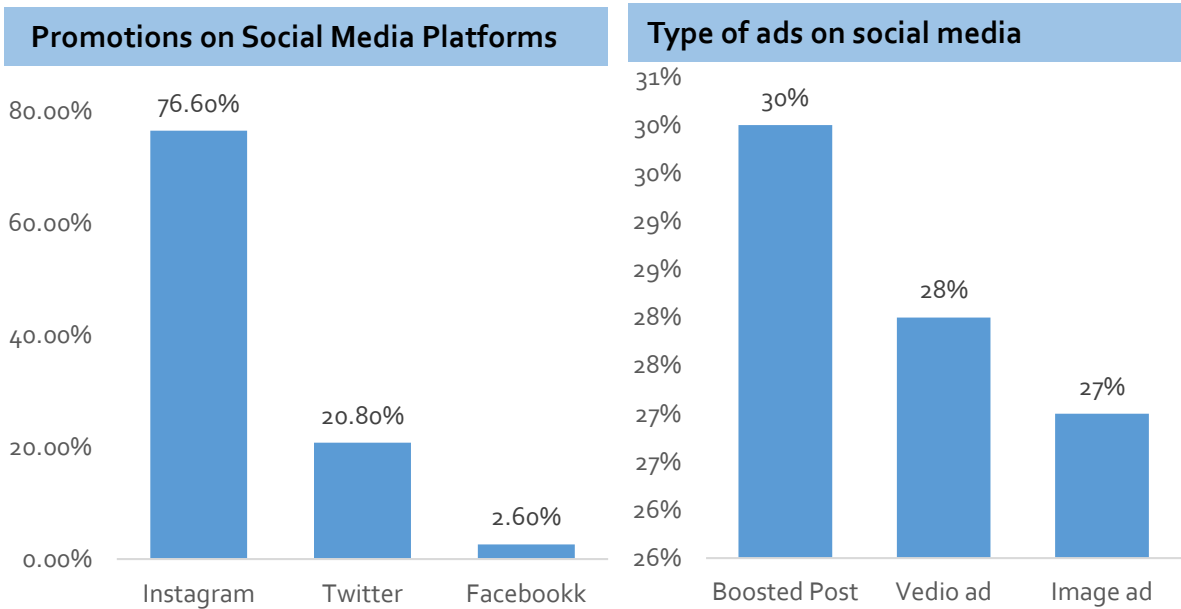
Search ads vs Display ads for Fast food businesses



Search Advertising benchmarks, 2022



The hashtag #food is the 25th most popular hashtag on Instagram with over 380 million posts ;45% users use the platform to post food images & follow restaurants



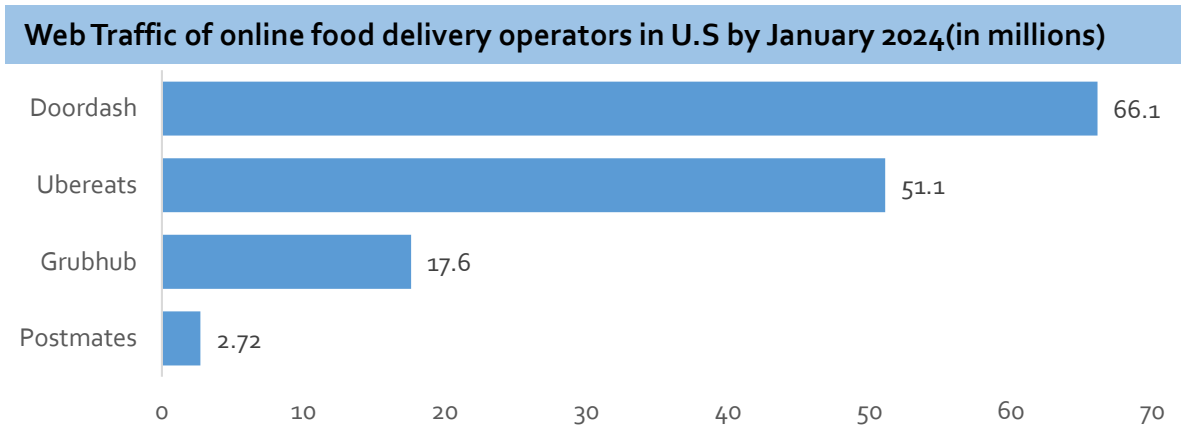
Social Media Engagement leverages Fast food business

Enhanced Brand Visibility
Social media platforms are great places to boost the visibility of your business since they act as vibrant virtual squares where potential customers congregate

Direct Engagement with customers
Comments, notes, and reviews allow businesses to immediately manage bookings, answer questions & collect insightful feedback which fosters a sense of loyalty






Insights inti Customer Preferences
Business owners can learn more about the aspects of their food business that audience finds most appealing by examining interactions, shares, and the effectiveness of different postings which guides in menu development & offers

Viral Marketing Potential
A well-written post can quickly gain traction and reach a large audience beyond current followers, whether it's a delicious photo of a signature dish or an inventive video tour of the kitchen ,it can drive immediate business results



- Market Statistics**
- ▶ 88% of social media users choose restaurants based more on internet reviews
 - ▶ In the last decade ,ordering food via social media has increased by about 300%.
 - ▶ 54% of online users followed sustainable diet by resorting to locally sourced food
 - ▶ Ninety percent of diners research restaurants on social media beforehand
 - ▶ More than 60%, food businesses use social media as primary means of promotion
 - ▶ 32% individuals visit a restaurant's website after viewing their social media posts

Fast Food Industry- Competitive Benchmarking

Company Name	Products & Offerings	Target Audience	Revenue(In Billions)	Total Restaurants	Presence
	<ul style="list-style-type: none"> ▪ Breakfast & Happy Meal ▪ Burgers & Sandwiches ▪ McNuggets and Meals ▪ McCafe Coffees ▪ Fries and Beverages ▪ Sweets & Treats 	<ul style="list-style-type: none"> • Urban & Rural areas • 18-45 age group • Students & working Professions • Middle & Lower class • Fast Food Eateries • Quick and convenience seekers 	23.18	40000+	100+ countries
	<ul style="list-style-type: none"> ▪ Pizza(Veg & Non veg) ▪ Pasta and Pizza Crust ▪ Sides and Beverages ▪ Burger Pizza ▪ Desserts and Treats 	<ul style="list-style-type: none"> • Semi urban & Urban areas • Families & adults • Convenience seekers • 15-40 age group • Tech savvy customers 	4.54	19000+	90+ countries
	<ul style="list-style-type: none"> ▪ Chicken buckets ▪ Biryani buckets ▪ Box meals ▪ Value Snackers ▪ Burgers & Beverages 	<ul style="list-style-type: none"> • Children • Teenagers & Families • Young Adults • Budget Customers • Working class 	6.8	30000+	100+ countries
	<ul style="list-style-type: none"> ▪ Donut packs ▪ Sandwiches & Bakery ▪ Eggless Donuts ▪ Hot & Cold Beverages 	<ul style="list-style-type: none"> • All age groups • Students and Families • Working Professionals • Convenience seekers 	11.2	13000+	40+ countries
	<ul style="list-style-type: none"> ▪ Salads and Wraps ▪ Treats and Slides ▪ Veg and non veg Pattie ▪ Submarine Sandwiches 	<ul style="list-style-type: none"> • Major focus group 16-39 • Children and Families • Health conscious individuals • Urban and rural areas 	10.37	40000+	100+ countries

The business owns and runs 40,275 McDonald's restaurants out of which 95% are franchised, which provide a locally-sourced menu of high-quality food and beverages across communities

- ▶ McDonald's serve scrumptious cuisine that people feel good about eating, with easily accessible locations and hours, reasonable costs, and a commitment to providing the customers with the speed, variety, and personalization they need and meeting customer's needs is core at what McDonald's does by using impeccable execution strength
- ▶ The company's primary business is franchising, and it thinks that this is the best way to provide delicious food, regionally relevant customer experiences, and increased profitability; One benefit of the franchising strategy is that McDonald's may increase operations and success by drawing on its experience running Company-owned units.

Key Highlights



Founded

1940



Headquarters

Chicago, USA



Employees

150000+



Revenue (2023)

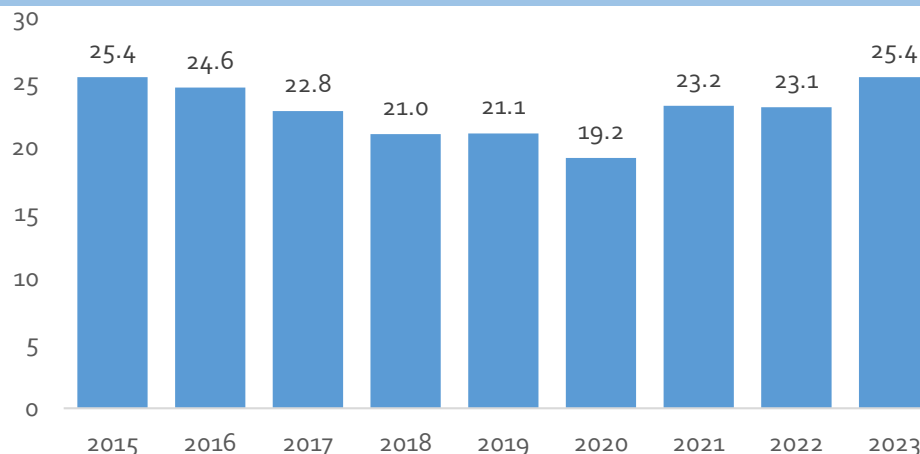
\$25.4 Billion



Website

[LINK](#)

Revenue of McDonalds Worldwide (in millions)



Pillars of Growth Strategy

Maximized Marketing

By investing in new , culturally relevant approaches , grounded fan truths to effectively communicate the story of brand , food and purpose

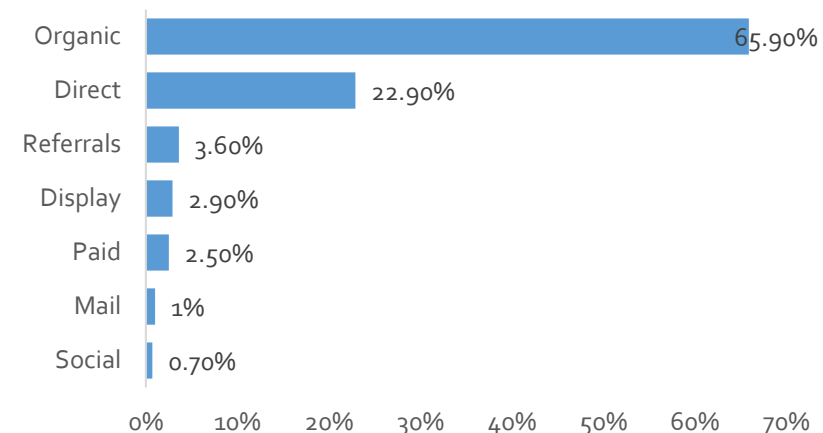
Commitment to Core Menu

Tapped into the customer demand for the familiar and focusing on serving iconic products to improve its classics by implementing functional changes

Doubling Down on 4 D's

Digital, Delivery, Drive Through and Restaurant Development by leveraging competitive strengths & building a powerful digital experience

Traffic rate by source towards McDonald's



Key Insights

- ▶ French fries are McDonald's product that is sold in most countries worldwide and 3.29 billion pounds each year
- ▶ McDonald's is estimated to sell 75 hamburgers every second and Big Mac 1 billion times every year
- ▶ U.S holds the record for having the most McDonald's locations 14,146, or 36.92% of all locations globally
- ▶ 57% of individuals between the ages of 18 and 29 report eating at McDonald's at least once a week
- ▶ U.S had 34% of the traffic towards McDonalds.com

Domino's runs more than 19,800 outlets in more than 90 markets worldwide, making it one of the largest pizza company in the world with a sizable business in carryout and delivery

- ▶ The Domino's business model is simple with technical advancements which allows locations to manufacture and serve high-quality cuisine at affordable prices, while also providing easy ordering access and rapid service with both delivery and carryout models; the franchisees make freshly tossed dough and deliver it to stores all over the world
- ▶ When Domino's introduced Pinpoint Delivery in June 2023, it became the first quick-service restaurant brand in the United States to enable customers to receive food delivery almost anywhere, including parks, baseball fields, and beaches. Pinpoint Delivery is a new technology that allows customers to receive a delivery almost anywhere

Key Highlights



Founded
1960



Headquarters
Michigan, USA



Employees
10000+

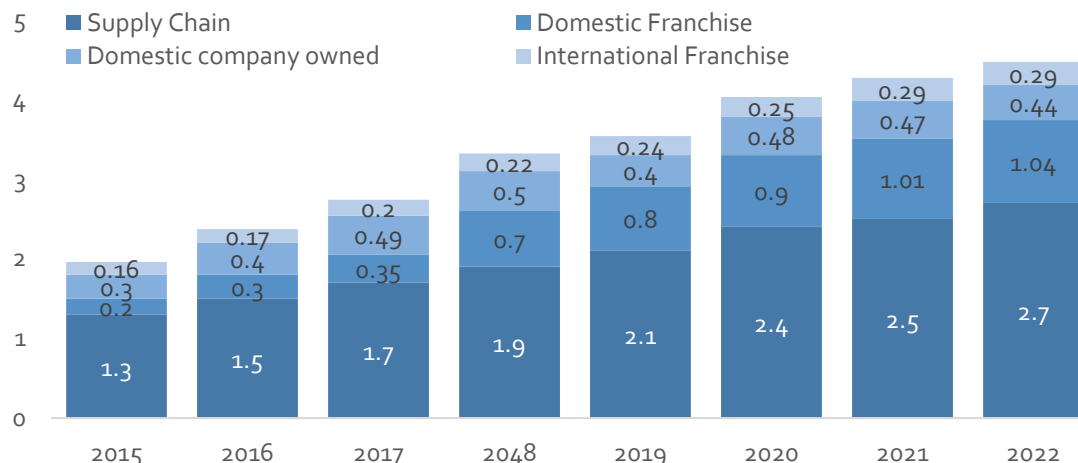


Revenue (2023)
\$4.53 Billion

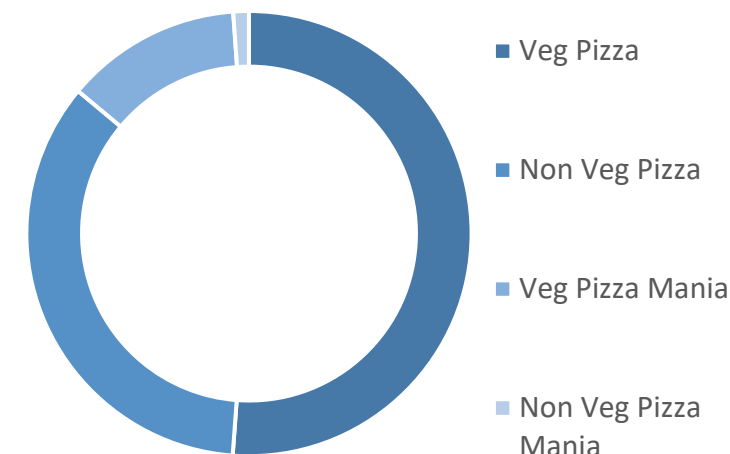


Website
[Link](#)

Revenue of Dominos Pizza worldwide by segment(in billions)



Orders by Category



Core Strengths of the business

A strong delivery infrastructure:

Domino's Pizza has resisted employing outside delivery services like Uber Eats or DoorDash & instead uses its own infrastructure to own customer experience

Technological Innovation

Domino's achieved 2/3rd of global retail sales by putting a strong emphasis on technical innovation and one example is Domino's Pulse point of sale system

Strong Digital Presence

Domino's makes use of SEM, remarketing initiatives and display ads to increase its brand presence, customer interaction which led to 75% of sales ordered digitally

Key Insights

- ▶ The Fresh Veggie pizza is the best-selling kind, with the most orders—despite having a sales income of only \$1507K
- ▶ The Chicken Golden Delight pizza turned out to be the most profitable of all the pizza variants
- ▶ Dominos.com received 51.97 million visits in February, with an average session time of 09:46.
- ▶ The largest age group of visitors were from 25-34

With businesses across 83 nations, Starbucks is the world's leading specialty coffee producer, marketer & retailer, offering more than 100,000 options for consumers to receive their coffee

- ▶ Starbucks cafés have gained popularity as places to work, study, have informal business meetings, and have social get-togethers. Starbucks was among the first to select, define, and mass-distribute its own brand—of coffeehouse culture—giving it a competitive advantage in the café market with an affordable luxury that can be enjoyed socially
- ▶ Starbucks started marketing coffee as a comprehensive experience that incorporated setting, people, purpose, and way of life; Starbucks became one of the most well-known brands in the coffee shop business and saw enormous growth by changing people's perceptions of coffee and coffee shops and distributed a particular brand of café culture

Key Highlights



Founded
1985



Headquarters
Seattle, USA



Employees
400000+

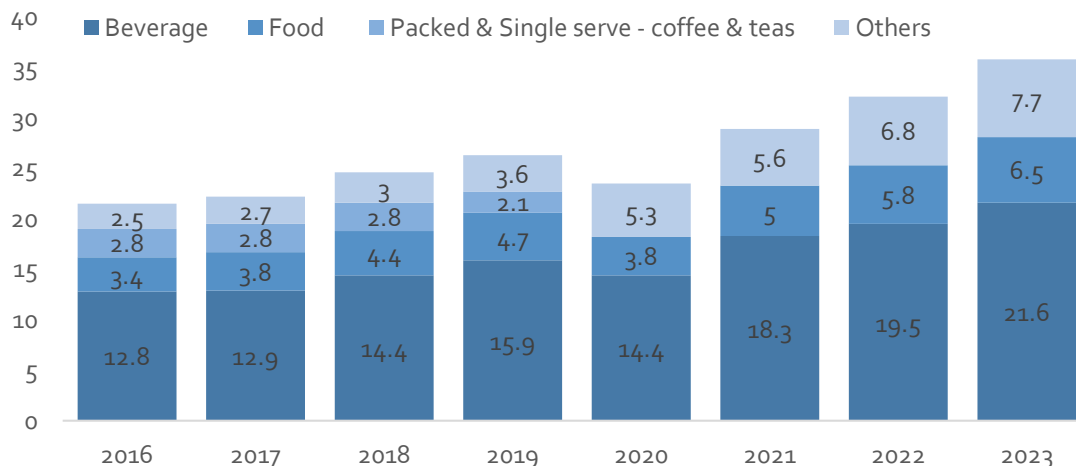


Revenue
\$35.9 Billion



Website
[Link](#)

Revenue Distribution of Starbucks by Product type



Strategic Reinvention for success

Delivering Beverage Innovation

Starbucks created the Siren System to enhance partner & customer experiences & address the demand for personalized hot and cold beverages & warm food items

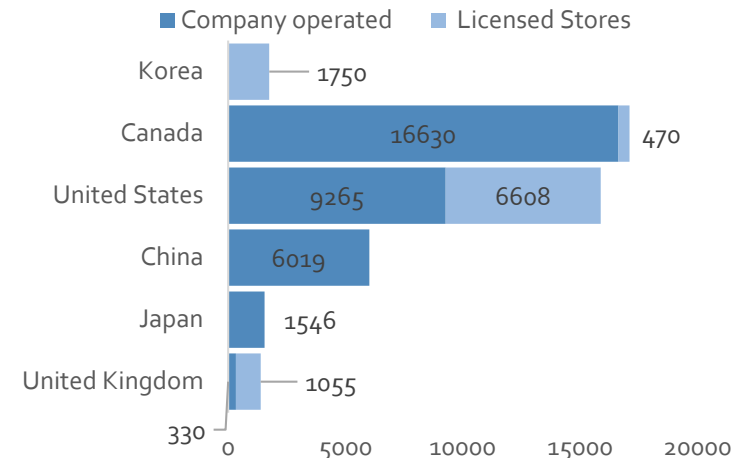
Expansion of Effortless Digital Convenience

Expansion of Delivers program in US with partnership with DoorDash & UberEats to give customers the convenience of getting Starbucks wherever they choose

Acceleration of the Digital Starbucks Experience

Starbucks has launched Starbucks Digital Solutions, a platform designed solely for international markets to provide consumers consistent digital experience

Countries with largest number of Starbucks store



Key Insights

- ▶ 80% orders are take-away & 20% of the patrons visit store at least 6 times every month
- ▶ 40% of the transactions are completed through the Starbucks reward program
- ▶ Every week 34% of Starbucks customers at least buy any food, coffee or any other bakery item
- ▶ 9% of customer prefer Frappuccino including beverages whereas 72% prefer espresso drinks

Around the globe there are more than 7,96,769 businesses in the fast food industry and fast food consumers spend around \$200 billion on the industry every year in the United States



The threat of new entrants is moderate because :

- ▶ High economies of scale and expected retaliation
- ▶ Low switching costs
- ▶ High cost of brand development for food service companies



The bargaining power of suppliers is low because

- ▶ Switching costs for companies is low
- ▶ The threat of forward vertical integration of suppliers is low
- ▶ Substitutes can be considered high as businesses in this industry may change their range of products on sale or shift to other suppliers



The competitive rivalry is high in this industry because

- ▶ Availability of large number of firms in the industry
- ▶ Low switching costs of customers among options
- ▶ High aggressiveness of the firms in the market



The bargaining power of buyers is high in this industry

- ▶ Low switching cost for the customers
- ▶ Consumers in the industry have changing preferences
- ▶ Many consumers in the in the industry are price sensitive since food costs constitute a large part of their expenditures



The threat of substitutes is high in this industry because

- ▶ Availability of substitutes in terms of price ,quality etc.
- ▶ Low cost of switching to other substitutes
- ▶ Low cost to performance ratios of some substitutes



Fast Food Industry- SWOT Analysis

