Wendy’s PESTLE, PORTER, and Mission Statement Analysis

The IIconics

By: Alex Neumann, Kyle Jensen, Rachel Ekberg, Veronica Gallagher

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**Wendy’s Mission Statement**

To deliver superior quality products and services for our customers and communities through leadership, innovation and partnerships.

**PESTLE**

**Political**

There are currently three political external factors that Wendy’s as business focuses on.

* Increasing economic integration and alliances
  + Wendy’s is interested in expanding internationally, however economic benefits must be fitting.
* Creating stable political conditions in major markets
  + Wendy’s focuses on stable political conditions to minimize the growth of the business around available countries.
* Increased interest in GMO interventions
  + EU is strongly against GMO ingredients. Wendy’s needs to innovate and improve products to achieve EU standards of food safety.

Political is not a big factor when relating to Wendy’s mission statement. However, Wendy’s is willing to innovate and improve products to achieve the EU market and satisfy their customers.

**Economic**

There are currently three Economic factors that are important to Wendy’s.

* Increasing income in developing countries
  + Wendy’s wants to increase their opportunities towards this area.
* Stability of important economies
  + Wendy’s wants to focus on countries that have stable economies.
* Declining of large economies such as China
  + China and other large economies have a large impact on Wendy’s revenue. Wendy’s must continuously monitor foreign countries.

Economic is not a big factor when relating to Wendy’s mission statement. For economic, Wendy’s is mainly focusing on how they can increase the size of their business. However, it does show that Wendy’s strive on being leaders and partners with other nations that have different economies than the US.

**Social**

There are currently three Social factors that influence Wendy’s Business Environment.

* Increasing on quality
  + Wendy’s continuously innovates and improves product quality to attain and satisfy customers.
* Take advantage of cultural busyness of lifestyles
  + Wendy’s takes advantage of the opportunity of their consumers busy lifestyles.
* Cultural health consciousness
  + Wendy’s is concerned about higher health consciousness among their buyer base. Wendy’s offers more healthy products by improving quality and innovation.

Social is a big factor when relating to Wendy’s mission statement. The three factors stated mainly focus on their customer base. Wendy’s knows they need to listen to their customer base if they want to stay competitive. They achieve this by implementing continuous product quality/innovation and cultural awareness of either lifestyle or health reasons.

**Technological**

There are currently three Technological factors that Wendy’s focuses on.

* Increased automation
  + Wendy’s has investigated implementing automation processes to support economies of scale.
* Research and development
  + Wendy’s stays competitive my researching and developing.
* Mobile Technology
  + Wendy’s offers an app for customers and has a strong social media presence.

Technology is a minor factor in Wendy’s mission statement. Wendy’s uses social media technology to interact with many of their customers. They constantly interact by listening and talking to customers. They have a well-known presence on Twitter.

**Environmental**

There are currently three Environmental factors that Wendy’s focuses on.

* Emphasis on business sustainability
  + Wendy’s takes the advantage of this opportunity to stay competitive.
* Low-carbon cultural lifestyles
  + Wendy’s tries to reduce carbon emissions to attract and maintain customers.
* Climate change
  + Acknowledging climate change by having a green agenda attracts and maintains customers.

Environmental is a large factor in Wendy’s mission statement. The three factors of environmental stated above is focused on customers cultural concerned views on carbon emissions and climate change. This shows that Wendy’s is willing to implement leadership towards climate change and reduced carbon emissions. Ultimately, this satisfies their customer base

**Legal**

There are currently three Legal factors that Wendy’s focuses on.

* Food safety regulations
  + Presents the opportunity for Wendy’s to improve product quality.
* GMO monitoring
  + Wendy’s must comply to EU GMO regulations.
* Legal support for unions in developing countries
  + Threatens Wendy’s growth in potential markets.

Legal is a big factor when relating to Wendy’s mission statement. Wendy’s continuously investigates food safety regulations to prevent and protect their consumers. Also, as stated above, Wendy’s investigates GMO regulations to be able to satisfy their EU consumers.

**PORTER**

**Competition**

Rivalry amongst all large fast food chains is intense. This can greatly impact Wendy’s revenue. Wendy’s reduced competition by:

* Creating sustainable differentiation
* Collaborating with competitors to increase the market size

This supports Wendy’s mission statement, due to focusing on product innovation.

**Buyers**

Wendy’s buyers have a strong bargaining power since there’s a low switching cost. Wendy’s prevents this by:

* By creating innovating products and fresh menu items
* Creating loyal base of customers

A big part of Wendy’s mission statement is focusing on customers and products/services. Therefore, this a big factor.

**Suppliers**

Suppliers have a strong impact on restaurants successfulness. All fast food restaurants need to buy and transport raw materials to a vast number of stores. This creates a high negotiation power for suppliers. Wendy’s tackles this issue by:

* Building and sharing an efficient supply chain that supports multiple suppliers
* Utilizing suppliers that depends on Wendy’s

This part allows Wendy’s to supply customers with their innovated products.

**Substitutes**

Once again, since Wendy’s is a fast food restaurant, low switching cost is a threat. Consumers have other options, such as fine dining or grocery shopping. Wendy’s takes this issue by:

* Emphasizes on quality services for customers
* Understanding core needs and wants of customers

This allows Wendy’s to emphasize their quality on services for their customers, therefore relating to what their mission statement.

**Threat of New Entry**

Typically, new successful fast food restaurants can succeed due to being able to bring new innovations and products for customers. Wendy’s prevents this issue by:

* Creating innovative products and services

This once again relates to Wendy’s mission statement. Wendy’s competes with new entries by creating innovative products and services.

Reference

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