Marketing Environment Assignment

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Chapter 15 covered the marketing environment and how forces in the environment affect a brand’s successes or struggles. The external environmental forces include PESTLE (political, economic, social, technological, legal, and environment/natural).   
  
You are tasked with scanning the environment yourself. Consider the most popular restaurant in your town (or your favorite restaurant in town). Look through current events and trends for each of the PESTLE categories. There are resource links in the chapter for each of the categories as well.   
  
In the chart on the next page, list at least one example in each of the boxes below of something that might affect the restaurant in the upcoming year. This could be a trend, an event, or something that might happen. Also, state whether each will be an opportunity for the restaurant or a threat.  
  
  
**Restaurant name:**

Burger King  **Brief description:**

Founded in 1954, Burger King is the second-largest fast-food hamburger chain in the world. The original Home of the Whopper, our commitment to premium ingredients, signature recipes, and family-friendly dining experiences is what has defined our brand for more than 50 successful years.

**Target market(s):**

* Women
* Children
* Youth

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| **ENVIRONMENTAL  FORCE** | **List an example of an event or trend that might affect the restaurant in the upcoming year.**  **Do you think it is an opportunity or a threat for the restaurant?** |
| **Political and Legal**  Legislation, political stability,  taxes, permits | It will be forbidden to use single-use plastic in the future.  I believe that it will be a threat to the restaurant because they will have to pay more to replace cups or forks and customers may not like the change. |
| **Economic**  Employment, income, inflation, interest rates, productivity, wealth | Inflation is supposed to be happening in 2023 at 5.5%.  This will be a threat because the consumers won’t have as much power to buy, and Burger King will need to raise its price which may draw away the consumers. |
| **Social**  Demographic characteristics, culture, population values | Increase in the Asian population  More Asian cultures are coming into the country, therefore, there is more Asian restaurant that is opening, and it is a threat because the customers might come to these restaurants. |
| **Technological**  Innovation, automation, digital currencies, apps, mobile use | Metaverse  It is a great opportunity! They can open a virtual restaurant. Burger King could use this as a way to play in the Metaverse to earn a burger or coupons to use in-store. |
| **Environment / Natural**  Climate, weather, natural resources | Global warming.  This could be a threat, indeed, as restaurants cook with large amounts of oils and other organic matter. The government might introduce laws to stop global warming. |