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DEBONAIRS PIZZA SWOT & PESTLE ANALYSIS

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Company Name : Debonairs Pizza

Company Sector : Quick Service Restaurant (QSR)

Operating Geography : South Africa, Africa, Global

About the Company :

Debonairs Pizza is a South African brand of pizza restaurant chains which was founded in 1991 by Craig Mackenzie and Andrew Harvey. Mackenzie was the one who came up with the concept of the fast food chain while on a trip to Los Angeles where he was studying. The first outlet was opened in Pietermaritzburg which was followed by Umhlanga and later Durban, after which there was a rapid expansion and it was acquired by Famous Brands in 1999. The brand now owns up to 700 restaurants in 14 countries mostly in Africa, including countries like Botswana, Dubai, Eswatini, Kenya, Lesotho, Malawi, Mauritius, Mozambique, Namibia, Nigeria, South Africa, Ethiopia, Sudan, Zambia and Angola. As of 2022, it is the largest pizza chain in Africa. Its headquarters are in Midrand, South Africa and has a revenue of 253 million rands. In 2022, Debonairs Pizza was awarded the Platinum in the Pizza Take Away Category by the City Press Reader's Choice Awards, for the second time in a row.

Debonairs is all about providing “real taste, real value, real filling” especially with regards its double topping pizzas. But it is not just about the pizza. The true USP of the company lies in its free delivery idea by a smartly dressed person in a suit and tie, which is the iconic image of the company.

Revenue :

Famous Brands Revenue (parent company):

R6.5 billion – FY ending 28 February 2022

R4.7 billion - FY ending 28 February 2021

SWOT Analysis :

The SWOT Analysis for Debonairs Pizza is given below:

Strengths	Weaknesses
1.Established in the South African market with over 500 restaurants 2.Integrated Supply Chain of Famous Brands provides competitive advantage to partners 3.Debonairs Pizza enjoys a positive brand reputation and goodwill	1.Unreliable electricity supply impacting supply chain and restaurant trade
Opportunities	Threats
1.Disruptive food technology inventions in QSR 2.QSR industry to rise by a CAGR of 8.6% between 2022 and 2026 3.Food as medicine, i.e., delivering healthy food 4.Rising demand of plant-based Alternatives 5.Tapping new markets for geographical expansion	1.Cutting competition in the QSR industry 2.Information security breach through cyber and/or internal attacks 3.Supply chain shortages and stock replenishment delays in the UK due to a shortage of lorry drivers 4.High commodity prices due to food inflation

PESTLE Analysis :

The PESTLE Analysis for Debonairs Pizza is given below:

Political	Economical
1.Russia-Ukraine War impacts South African prices	1.Rise in global inflation shoots up prices 2.Slowing economy of South African has slowed consumer spending
Social	Technological
1.Customer Experience in QSRs is going to be the overall differentiator 2.Rise in online ordering 3.Home dining rises as a preference over eating out 4.Rise in the use of social media as a marketing and experience sharing platform	1.AI-ML driven food menus 2.Smart inventory and staff management 3.Usage of cloud-based technology for speed and security
Legal	Environmental
1.A proposed health promotion levy in South Africa to include ultra-processed foods such as junk food	1.Rise in ESG activism

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