[Include any grant/funding information and a complete correspondence address.]

# Introduction

Founded in 1951, Dunkin’ Donuts is an international donut and coffee retailer. William Rosenberg opened the first Dunkin’ Donuts in Canton, Massachusetts. Today, DD is currently the leading coffee and baked goods chain in the world which serves more than 3 million customers a day. This chain sells over 55 varieties of donuts, and arrangement of bagels, more than a dozen type of coffee beverages, and recently entered into the breakfast market by selling breakfast sandwiches. There 11300 chains worldwide, which includes 8000 restaurants in the United States, and over 3200 international restaurants in more than 36 countries. (DD IP Holder LLC, 2011)

Dunkin Donuts SWOTS Analysis

## Strengths

With over 11000 stores worldwide, DD is one of the largest baked goods and coffee chain in the world. With such a large demographic coverage, DD brand recognition is one of the most recognizable restaurants in the world. For more than five decades, it still has a reputation for brewing the highest quality of coffee. This brand has its own Arabica coffee bean specification that is recognized by the coffee industry as a superior grade of coffee. With such strengths, DD offers it’s array coffee and of baked goods at reasonable prices.

## Weaknesses

Local and international competition means limited market growth for DD. DD also has a weak advertising strategy. While it competitors spends millions on advertising costs, DD rely on lower costing ways of marketing such as relying heavily on social media sites that offer contests. Unfortunately, the restaurant also suffers from poor franchise relationships with multiple lawsuits from its franchisees. This history of bad relationships could be enough to deter potential investors from entering the DNKN family, particularly when noting the bevy of successful franchises in a similar price range. (Scrudato, 2015)

## Opportunities

Steady growth in international markets boosts Dunkin’ Brands international presence. DD intends to focus their expansion in China, The Middle East, and Europe. Another opportunity is to capitalize on its beverage growth. With its newest offering of iced coffees, DD has experienced as significant grown in its beverage sales growth. "We were delighted with our beverage growth, which is the highest margin products that there are for franchisees," said Dunkin Donuts CEO Nigel Travis in an interview with TheStreet. " (Sozzi, 2015) DD also stands an opportunity to gain from its low calorie drinks and foods. With customers becoming even more health conscious, an array of low calorie menu items can be added to drive even more sales.

## Threats

Growing competition for DD is a growing threat for the company. More and more companies are offering specialty coffees and iced beverages which has always been a specialty of the company, cutting into sales. You have Burger King, McDonalds, 7-11, and a few other national chains getting in on the action. An opportunity area can also be DD threat where you have customers believe that the menu consist of high fat and high calorie food and move on to healthier alternatives.

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# Risk Management Plan

## Positive Risk

## Negative Risk