Krispy Kreme SWOT Analysis:

Analyzing Strengths, Weaknesses, Opportunities, and Threats for a Hot Company Comeback

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Recognizable Logo Worldwide

Hot New Hot Now Logo
## SWOT Analysis

### Internal

#### Strengths
- Recognizable logo
- Recognizable brand name
- Longevity in the market
- Excellent reputation among customers
- Traditional product w/ universal/cultural appeal
- New business-savvy CEO
- Fundraising

#### Weaknesses
- Weak slogan
- Lack of continuity in advertising
- Loss of uniqueness
- Multiple marketplaces disperse resources
- Limited menu
- Cumbersome web navigation

### External

#### Opportunities
- Market expansion
- Menu expansion
- Clientele expansion
- Internet media advertising
- Joining forces with another business
- Increased fundraising division

#### Threats
- Competition due to common basic product
- High gas prices
- Poor jobs economy
- Increased health-consciousness
- Government regulation of foods
Strengths (Internal)

- Recognizable logo
  - Recognizable in another language.
- Recognizable brand name
  - The word *doughnuts* doesn’t have to be used with Krispy Kreme.
- Longevity in the market
  - Trusted
- Excellent reputation among customers
  - Quality product – tasty and fresh
- Traditional product with universal/cultural appeal
  - People like doughnuts!
  - International stores have cultural favorites.
- New business-savvy CEO
  - Stocks have gone up since Jim Morgan took over in 2008.
- Fundraising
  - Offer fundraising opportunities to groups with 50-60% profit margin.
Weaknesses (Internal)

- Weak slogan
  - ✓ Different slogans over the years – none very recognizable
- Lack of continuity in advertising
  - ✓ No clear audience
- Loss of uniqueness
  - ✓ Opened too many stores
- Multiple marketplaces disperse resources
  - ✓ Stand-alone shops
  - ✓ Grocery stores
- Limited menu
  - ✓ Doesn’t tap into the “breakfast crowd”
- Cumbersome web navigation
  - ✓ Eye-catching and modern, but large and busy
Bumbling Workforce

Various Krispy Kreme Slogans
- Make Today Special
- Wholesome goodness your whole family can enjoy
- The 12-pack you can take to work
- Think Inside the Box
- happy all around
- Hot doughnut experience (Official slogan est. 1996)
- Hot Now (2004 - current)
Weaknesses (Internal)

- Weak slogan
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SWOT Analysis

Opportunities

- Market expansion
  - U.S. – much “white space” on map
  - International
- Menu expansion
  - Choice for the “breakfast crowd”
  - Healthy choices
- Clientele expansion
  - Appealing image to attract people of all ages and backgrounds
- Tech/media advertising
  - What new tech can be used to advertise?
  - How can the Web be utilized?
- Joining forces with another business
  - E.g. like Dunkin’ Donuts and Baskin Robbins
- Increased fundraising division
  - Charity collaborations
Threats

- Competition due to common basic product
  - Watch Dunkin’ Donuts, Panera, Starbucks, local competitors
- High gas prices
  - Effects on consumers
  - Effects on transport
- Poor jobs economy
  - Effects on consumers
  - Effects on staffing
- Increased health-consciousness
  - Information age provides advertising but also dangers
- Government regulation of foods
  - Ingredients – saturated fats
  - Portion sizes
Strategic Plan

- Play up recognizable brand and logo, longevity, reputation, and especially quality product
- Settle upon and promote a recognizable company slogan
- Emphasize international market and expand selectively in the U.S.
- Reduce overall grocery store market and concentrate on small stand-alone stores
- Expand fundraising and charity activities
- Tap into new consumer markets, including the “breakfast crowd” and health-conscious
- Continue to work on website, keeping its eye-catching appeal but increasing ease of use
- Look for new opportunities in technology to improve advertising, product, and efficiency
- Consider joining forces with other strong companies
- Adjust to changes in consumer health trends and regulations
- Examine worldwide economies to relate to customers and employees
References


