



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

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

External



SWOT Analysis

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.



SWOT Analysis

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



Old Fashioned



Bumbling Workforce



happy all around™



Retro-Modern

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)



SWOT Analysis

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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



SWOT Analysis

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



SWOT Analysis Conclusion

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



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