



Unit name: Strategic Marketing

Module code: BMBM6016

Burger King, UK market strategic marketing plan

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Date submitted: 14th May 2025

Executive Summary

This Marketing Plan is Burger King's strategic marketing plan for the UK market, aiming to enhance brand loyalty, optimize the health food line, strengthen digital transformation and consumer experience through the SOSTAC framework. Through PESTEL analysis and SWOT analysis, Burger King's advantages in brand influence and supply chain management were identified, as well as challenges such as slow innovation speed and low brand loyalty. Combining TOWS analysis and the Ansoff matrix, targeted marketing strategies were formulated, including launching a series of healthy foods, optimizing the takeout process, and introducing membership programs, etc. Through these strategies, Burger King will be able to seize market opportunities, reduce threats, overcome weaknesses, and thus maintain a leading position in the highly competitive market and achieve long-term sustainable growth.

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Introduction

This marketing plan is based on the SOSTAC framework and aims to provide strategic guidance for Burger King's sustainable growth in the UK market.

Through in-depth situational analysis and a comprehensive assessment of the internal and external environment, Burger King clearly defines its current market positioning and the challenges it faces. The plan sets clear SMART goals, focusing on key areas such as enhancing brand loyalty, expanding healthy food, digital transformation, and optimizing consumer experience.

Combining strategic planning with tactical implementation, this plan will ensure that Burger King seizes opportunities in the highly competitive market and achieves long-term growth. At the same time, through continuous monitoring and evaluation, it guarantees the effective execution and optimization of the strategy.

1.0 Situation Analysis

1.1 STEEPLE analysis

For a detailed analysis of PESTEL analysis, see appendix 1.

political

After Brexit, changes in trade policies have increased operational pressure.

Burger King needs to adjust its procurement strategy and reduce its reliance on imported raw materials. The government is strengthening food supervision.

Burger King needs to ensure compliance and keep an eye on policy developments (Zhang, 2023).

Economic

Inflation leads to higher costs of food and energy, increasing operational pressure. The economic recovery and the growth of food delivery services bring new opportunities. Burger King needs to adjust its pricing strategy to cope with changes in consumer spending (Slack, 2021).

Social

Consumers' demand for healthy diets is on the rise, and Burger King needs to launch more healthy products (Li, 2021). The fast-paced life has prompted the optimization of food delivery and digital ordering, the enhanced influence of social media, and the evaluation of consumers and brand interaction have become crucial (Režek, 2021).

Technological

The development of technology brings opportunities. Burger King applies digital ordering, self-service terminals and AI to optimize its operations. The popularity of mobile payment and food delivery has made online channels increasingly important (Slack, 2021).

Environmental

Sustainable development has become a focus. Burger King needs to promote

eco-friendly packaging and reduce plastic straws. The UK is strengthening its regulation on carbon emissions and food waste, and Burger King needs to optimize its supply chain (Vidani, 2024).

Legal

The food industry in the UK has strict regulations, restricting children's junk food advertisements. Burger King needs to adjust its marketing strategy. Changes in employee welfare regulations, such as minimum wage and working hours, have increased operating costs (Brooks, 2021).

1.2 SWOT analysis

For a detailed analysis of SWOT analysis, please refer to Appendix 2.

Strengths:

Burger King enjoys high brand recognition and extensive market coverage. Its customized menus and innovative products align with the trend of healthy

eating. It has strong supply chain management capabilities and a cost control advantage in supply chain management (Nappo, 2023).

Weaknesses:

The supply chain relies on the global market and is vulnerable to trade policies and cost fluctuations. Low brand loyalty, insufficient store coverage, and lagging menu innovation (Liow, 2023).

Opportunities:

The growth of takeout and digital ordering brings new opportunities, the demand for healthy food is on the rise, and digital transformation can enhance user experience and operational efficiency (Pasquali, 2024).

Threats:

The market competition is fierce, regulations are strict, consumer preferences

change, raw material costs rise, supply chains are unstable, and the demand for traditional products is impacted (Noroozi, 2024).

TOWS Analysis

Through TOWS analysis, we can combine Burger King's internal strengths and weaknesses with external opportunities and threats to formulate a more targeted strategy.

Internal Factors	Opportunities	Threats
Strengths	S-O Strategies	S-T Strategies
Strong brand influence	Expand the health food line and increase market share by leveraging brand influence (Wibisono, 2023)	Strengthen brand differentiation and enhance brand loyalty through creative marketing activities (Mirzanti, 2023)
Customized service	Introduce more customized health food options (Jha,2025)	Enhance customer experience through customized services and reduce the threat from competitors (Chandwani,2025)
Advantages of Supply Chain management	Optimizing the Health Food Supply Chain by leveraging Global Procurement Capabilities (Madureira,2023)	Strengthen supply chain resilience to cope with rising raw material costs (Sergeenko,2023)

Internal Factors	Opportunities	Threats
Weaknesses	W-O Strategies	W-T Strategies
Strong supply chain dependence	Reduce reliance on the international market through localized procurement (Giachino,2021)	Strengthen supply chain risk management and reduce the risk of supply disruption (Terrevoli,2021)
Low brand loyalty	Enhancing Consumer Experience through Healthy food and Digital Services (Ribeiro, 2023)	Reduce the influence of competitors through differentiated marketing (Araujo,2023)
Insufficient store coverage	Increasing the number of stores in emerging markets (Teoh, 2023)	Optimizing store layout in highly competitive regions (Lew,2023)

Ansoff Matrix

To further prove the rationality of the new direction, this marketing plan uses the Ansoff matrix.

Market penetration: By optimizing existing products and marketing strategies, Burger King can further enhance brand loyalty and increase sales in existing markets (Halim,2023).

2. Market Development: Burger King can leverage its brand influence and

supply chain advantages to enter emerging markets such as Asia and Africa (Ilina,2021).

3. Product Development: Introduce more healthy foods and customized products to meet consumers' demands for health and personalization (Costa,2023).

4. Diversification: By collaborating with health food brands or launching related product lines, Burger King can explore new business areas (Pereira,2023).

2.0 Marketing objectives

Brand loyalty is crucial for the long-term growth of an enterprise. Therefore, based on the SOSTAC framework, this marketing plan aims to achieve this strategic goal through the following SMART objectives:

2.1 Enhance brand loyalty

Specific: Within 12 months, enhance brand loyalty in the UK market by 15% by increasing repeat purchase rates and recommendation rates.

- Measurable: Measured through satisfaction surveys, repeat purchase rates, and recommendation rates (NPS). The goal is to increase the repeat purchase rate to 70% and the recommendation rate to 60%.

- Achievable: Achieved through measures such as optimizing the consumer experience and launching membership programs. Referring to Marks & Spencer's Sparks program, it offers personalized discounts and points rewards.

- Realistic: Although the goal is challenging, it can be achieved through strategy and resource investment. The revenue growth rate of enterprises with high loyalty is 2.5 times that of their peers.

- Time-bound: The goal is set to be completed within 12 months.

2.2 Strategies and Tactics

To achieve the goal, Burger King will adopt the following strategies and measures:

1. Optimize the consumer experience

- Action: Utilize customer feedback and data analysis to optimize online and offline service processes and ensure a consistent high-quality experience.

- Reason: Customer experience is a crucial factor in purchasing decisions.

Enhancing the experience can strengthen brand trust and loyalty.

2. Introduce membership programs and points systems

- Action: Launch a membership program, offering personalized discounts, points redemption, birthday privileges and other benefits to encourage repeat purchases.

- Reason: Membership programs can enhance loyalty, and exclusive offers make consumers more willing to choose Burger King.

3. Strengthen brand marketing activities

- Actions: Strengthen the brand image through social media, offline events and advertising campaigns, and enhance its popularity and reputation.
- Reason: Brand image and emotional connection are crucial to brand loyalty, and creative marketing can enhance brand identity.

4. Improve the quality of customer service

- Action: Strengthen employee training, enhance service levels and professional qualities, and ensure high-quality product and service experiences.
- Reason: Professional services can convert one-time purchasers into loyal customers.

2.3 Control and Evaluation

To ensure the effective implementation of the above strategies, we will take the following control and evaluation measures:

- Regular assessment: Conduct a consumer satisfaction survey once a month and analyse the changes in repeat purchase rate and recommendation rate every quarter.

- Data-driven: Utilize big data to analyse consumer behaviour and adjust marketing strategies in a timely manner.

- Feedback mechanism: Establish a customer feedback mechanism to promptly collect and handle consumers' opinions and suggestions.

3.0 Marketing strategy

3.1 Target market selection and positioning

- **Market segmentation:**

It is the process of dividing a broader market into smaller, more manageable

groups based on shared characteristics (Sánchez-Pérez,2021).

Burger King can segment the British market into different demographic groups, including three major groups: young consumers (aged 18-35), middle-aged consumers (aged 36-55), and elderly consumers (over 55). At the same time, further segment based on consumers' lifestyles, health awareness and consumption habits, and then create and produce corresponding products (Mirzanti, 2023).

- **Target market selection:**

It is the process of selecting your target market by choosing a specific group of consumers to whom you will promote your new product or service (Venezia, 2022)

Without abandoning the middle-aged and elderly consumer group, Burger King can focus on the young consumer group, especially those who pursue healthy

diets, personalized experiences and have a high demand for digital services, thereby increasing its brand share and customer loyalty in the market.

- **Market positioning:**

It is a marketing strategy that focuses on creating a unique image or perception of a brand, product, or service in the customer's mind. (Rosevale, 2022)

Position Burger King as "a fast-food brand that provides health, personalization and innovation", and meet the needs of young consumers through the cooking method of "roasting over fire instead of frying" and the customized service of "Have It Your Way" (Wibowo,2023).

3.2 Differentiated competition strategy

- **Product differentiation:**

It is a marketing strategy used by businesses to distinguish a product or service

from other similar ones available in the market. (Andersén,2021)

Burger King could introduce more products in line with health trends, such as plant-based burgers and low-calorie dining options, while maintaining classic products and consolidating its brand competitiveness in the market (Ronsivalle, 2022).

- **Service differentiation:**

It is the process of creating and delivering a unique value proposition to your customers that sets you apart from your competitors. (Jerab, 2023)

Burger King can optimize its digital ordering and takeout service model, utilize big data to make personalized recommendations for customers, thereby enhancing the user experience (Rustico, 2022).

- **Brand differentiation:**

It is the process of creating a brand identity that sets it apart from other brands in the market. (Mabrouk, 2023)

Burger King can enhance its brand influence among young consumers and increase brand awareness and customer loyalty through creative marketing activities and social media interactions (Barbato, 2023).

3.3 Resource and capability assessment

- Human Resources: Strengthen staff training, enhance service levels and professional qualities, and ensure that consumers enjoy high-quality product and service experiences.
- Technical resources: Invest in digital technologies, optimize the ordering system and supply chain management, and enhance operational efficiency.
- Financial resources: Allocate the marketing budget reasonably to ensure the smooth implementation of all marketing activities.

4.0 Marketing Tactics

Transform Burger King's marketing strategy into specific implementation measures, and formulate detailed strategies starting from the 4Ps and the additional 3Ps.

4.1 Implementation of Marketing Tactics

1. Product Tactics

- Healthy Food Series: Burger King can launch at least five new healthy food products based on current consumer preferences, such as plant-based burgers and low-calorie salads, to meet customers' demands for healthy diets (Terán-Yépez, 2021).
- Customized service: Strengthen the "Have It Your Way" customized service, allowing consumers to adjust hamburger ingredients according to their personal tastes and health needs (Marín-Carrillo, 2021) .

2. Pricing Tactics

- Tiered pricing: Burger King can launch high-value-added "Supreme Series" products and set higher prices for the high-end market. At the same time, maintain the "Super Value series" products to attract price-sensitive consumers (Marín-Carrillo,2024) .

- Time-limited offers and package combinations: Regularly launch time-limited promotional activities and package combinations, such as "Health Packages" and "Family Packages", to attract consumers to make purchases (Illescas-Manzano, 2023) .

3. Place Tactics

- Online channel optimization: Optimize Burger King's mobile application and website to enhance user experience; Strengthen cooperation with food delivery platforms to improve delivery efficiency and service quality (Singh, 2021) .
- Offline channel expansion: Open new stores in high-traffic areas such as

major cities and transportation hubs in the UK to enhance brand exposure (Ali, 2021) .

4. Promotion Tactics

- Social media marketing: Conduct interactive marketing activities through social media platforms such as Facebook and TikTok, including online challenges, topic discussions, and collaborations with influencers (Lata,2022) .
- Membership programs and Points System: Introduce membership programs and points systems, and enhance consumer loyalty through points redemption, birthday privileges, and other means (Mudaliar, 2022) .
- Traditional media advertising: Place advertisements on traditional media such as television and radio, and conduct precise marketing targeting specific audience groups (Swamy, 2023) .

5. People Tactics

- Employee training and Development: Strengthen employee training, enhance

service quality and professional competence, and ensure that consumers enjoy high-quality product and service experiences (Araujo, 2023) .

- Customer Service Team: Establish a professional customer service team to handle consumer complaints and suggestions and enhance consumer satisfaction (Godinho, 2023) .

6. Processes Tactics

- Optimization of the ordering process: Optimize the ordering process, promote technologies such as mobile ordering and self-service terminals, and reduce customers' waiting time (Sergeenko,2023) .
- Supply Chain management: Strengthen supply chain management to ensure the stability and quality of raw material supply, while reducing inventory costs and the risk of stockouts (Zaimeko, 2023) .

7. Physical Evidence Tactics

- Store environment optimization: Optimize the store environment and

decoration style to create a comfortable and fashionable dining atmosphere and enhance the consumer experience (Tumbuan,2023) .

- Brand image display: Through tangible display elements such as brand logos and packaging designs, enhance the brand image and brand recognition (Gunawan, 2023) .

4.2 Gantt Chart

To ensure the effective implementation of these strategies, the following is the key activity schedule for the Gantt diagram:

Activity	Start time	End time	Responsible person
Development of the health food series	Sep-25	Dec-25	Product development Team
Mobile application optimization	Oct-25	Jan-26	Technical team
Membership program launched	Dec-25	Aug-26	Marketing team
Social media activities	Dec-25	Aug-26	Social media team
Location selection and opening of new stores	Jan-26	Apr-26	Operation team
Employee Training Program	Feb-26	Apr-26	Human Resources Team
Supply chain optimization	Mar-26	Aug-26	Supply chain team

4.3 Control and Evaluation

To ensure the effective implementation of the above strategies, we will take the following control and evaluation measures:

1. Regular assessment

Conduct a consumer satisfaction survey once a month to assess consumers' acceptance of new products and their overall experience.

Analyse the changes in repeat purchase rate and recommendation rate every quarter to ensure the improvement of brand loyalty.

2. Data-driven:

Utilize big data to analyse consumer behaviour, adjust marketing strategies in a timely manner, and ensure the effectiveness of activities.

Evaluate the influence and return rate of various promotional activities through sales data and market feedback.

3. Feedback Mechanism:

Establish a customer feedback mechanism to promptly collect and handle consumers' opinions and suggestions, to respond quickly to market changes.

Regularly communicate with employees, collect the problems and suggestions they encounter during the service process, and optimize internal processes.

4. Key Performance Indicators:

- Brand loyalty: It is measured by NPS and repeat purchase rate.
- Market share: Evaluated through quarterly sales data and market research reports.
- Customer satisfaction: Measured through regular customer satisfaction surveys.
- Marketing campaign effectiveness: Evaluated through social media interaction rate, AD click-through rate and conversion rate.

5.0 Succussion

Strengthen the construction of brand loyalty

Burger King should optimize its membership program, add exclusive activities and personalized recommendations, and establish an efficient feedback mechanism to enhance members' sense of belonging and satisfaction, and respond quickly to consumer demands.

The expansion of the health food line

Strengthen the research and development of healthy food and launch low-calorie and high-nutrition products; Collaborate with health brands to enhance product credibility; Promote health concepts through both online and offline channels to enhance consumers' awareness.

Digital transformation

Optimize the experience of mobile applications and websites, and simplify the ordering process; Increase social media marketing activities to enhance the influence of young consumers; Establish a data analysis system to support marketing decisions.

Improve the operational efficiency of stores

Strengthen supply chain management to ensure the stable supply and quality control of raw materials; Regularly train employees to improve the service level; Optimize the store environment and create a comfortable dining atmosphere

Conclusion

Burger King's marketing plan in the UK market, through the SOSTAC framework, focuses on enhancing brand loyalty, expanding healthy food, digital transformation and optimizing consumer experience. Through differentiated competition strategies and continuous improvement mechanisms, Burger King will better meet consumers' demands and enhance its market competitiveness.

The successful implementation of the plan will lay the foundation for the brand in the fields of healthy eating and digitalization, helping it maintain a leading position in the highly competitive market and achieve long-term sustainable development.

Key word: 2507 WORDS

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Appendix

Appendix 1: PESTEL Analysis (Macro Environmental Analysis)

The PESTEL analysis covers six dimensions: Political, Economic, Social, Technological, Environmental and Legal to comprehensively assess the external factors affecting Burger King.

1.1 Political

According to Zhang (2023), studies say that due to the current Brexit trade policy changes, policy changes affecting food supply chain and costs, coupled with the government's changes in the food industry's issuing regulations, this has increased the operational pressure. Therefore, enterprises need to pay attention to political developments, respond to policy changes in advance, and ensure compliance operations (Zhang, 2023).

1.2 Economic

According to Slack (2021), studies say that in recent years, inflation has led to rising food and energy costs, which has increased the operating costs of the fast-food industry. At the same time, the recovery of the UK economy and the growth of the takeaway market provide new growth opportunities for the fast-food industry. At the same time, consumer spending patterns are constantly changing, which prompts Burger King to adjust its pricing strategy (Slack, 2021).

1.3 Social

According to Li (2021), studies say that with the increasing demand of consumers for healthy food, the fast-food industry is under pressure to adjust the menu. For example, more and more consumers are choosing plant-based foods (such as the Impossible Whopper), which makes it necessary for Burger King to introduce healthier products for the environment (Li,2021). According to Re Z ek (2021), studies say the accelerated pace of life of British consumers has prompted fast food companies to optimize delivery and digital ordering experiences. At the same time, the influence of social media has increased, and consumer evaluation and brand interaction have become important factors

affecting brand image (REZ ek,2021).

1.4 Technological

The development of technology has brought many opportunities to the fast-food industry. According to Slack (2021), studies say Burger King has adopted technologies such as digital ordering systems, self-service terminals, and AI order optimization to improve operational efficiency. In addition, the popularity of mobile payment and food delivery platforms has further changed consumer buying behaviour and brand loyalty, making online sales channels critical (Slack,2021).

1.5 Environmental

In recent years, sustainable development has become an important issue in the fast-food industry. According to Vidani (2024), studies say Burger King has introduced environmentally friendly packaging in several countries and reduced the use of plastic straws. The UK government has tightened regulations on

carbon emissions and food waste, forcing companies to adopt greener practices. In addition, consumers are increasingly concerned about companies' environmental responsibility, pushing fast food brands to optimize their supply chains to reduce their carbon footprint (Vidani, 2024).

1.6 Legal

According to Brooks (2021), studies say that the UK has strict regulations on the food industry, including food safety standards and consumer rights and interests' protection. For example, government restrictions on junk food advertising aimed at children have affected the marketing strategies of fast-food brands. In addition, changes in employee benefit regulations, such as minimum wage increases, working hours regulations, etc., are also affecting Burger King's cost structure (Brooks, 2021).

PESTEL analysis reveals the complex external environment that businesses face. In the face of these complex external environments, Burger King needs

to make appropriate measures to eliminate these complex environments. Taken together, companies must develop strategies that adapt to these complex environments to remain competitive and sustainable in a highly competitive market.

Appendix 2: SWOT analysis

Strengths:

According to Nappo (2023), studies say that Burger King, as the second largest hamburger chain brand in the world, has strong brand awareness and extensive market coverage. Burger King's "Have It Your Way" customized menu strategy and innovative products have made it a place in the healthy eating trend. In addition, Burger King relies on the global sourcing capabilities of its parent company Restaurant Brands International and has cost control advantages in supply chain management (Nappo, 2023).

Weaknesses:

According to Liow (2023), studies say Burger King's product supply chain is highly dependent on the global market, making it vulnerable to changes in trade policies, fluctuations in raw material prices and disruptions in the supply chain. Meanwhile, Burger King has a huge brand influence, but its brand loyalty is relatively low. Especially in the European and American markets, consumers are more inclined to choose competitors. The reasons are related to the store coverage rate, the speed of menu innovation being lower than that of the main competitor McDonald's, and not being related to the current mainstream consumer demands, etc. This greatly limits the brand exposure rate (Liow,2023).

Opportunities:

According to Pasquali (2024), studies say that with the rise of delivery and digital ordering, Burger King can attract more consumers by optimizing the delivery process and offering more attractive online promotions. Increased consumer demand for healthy foods provides Burger King with an opportunity to expand its healthy product line and catering. In addition, digital transformation also provides Burger King with opportunities to optimize the user

experience and improve operational efficiency, such as through AI order management and self-service ordering machines (Pasquali, 2024).

Threats:

As the market becomes increasingly competitive, Burger King's major competitors continue to optimize their products and marketing strategies, posing a threat to its market share. According to Noroozi (2024), studies say the government's increasingly strict laws and regulations on the fast-food industry may have an impact on Burger King's marketing strategy and product line. In addition to this, changes in consumer dietary preferences, such as increased demand for healthy diets and organic foods, as well as rising raw material costs and supply chain instability, have had a huge impact on the market demand for Burger King's traditional burger products (Noroozi, 2024).

Burger King's internal environment analysis shows that while it has many advantages, it faces problems such as low brand loyalty, insufficient store

coverage and slow menu innovation. At the same time, emerging factors such as take-out and healthy eating trends are playing a role. Overall, Burger King needs to accelerate the pace of brand differentiation, product innovation and digital transformation to enhance competitiveness and achieve sustainable development.