

Subway

Parent Company

DeLuca Family

Category

Fast food eating joints

Sector

Food Products

Tagline/ Slogan

Eat fresh

USP

Lot of varieties in vegetarian as well as non vegetarian meals

STP

Segment

People willing to have a hygienic and delicious non conventional meal at a restaurant

Target Group

Children and youth from middle and upper class

Positioning

A healthier, fresher alternative to conventional fast food.

SWOT Analysis

Strengths

Subway

1. Subway is one the leading fast food chains which has a worldwide brand recognition and high brand I

2. Subway's menu reflects demand for fresh, healthy and fast food, and it offers a wide variety of snacks

3. The company is known to provide hygienic food and a quick service with in-house seating and take av

4. Subway offers a customizable menu where customers can build their sandwiches based on their pref

5. Franchisee staff training is structured, brief and designed to assure rapid start-up for new employes

6. More than 400,000 people are employed with the company through direct as well as franchise model

7. Subway has more than 30,000 stores which are present in more than 100 countries

8. The annual revenue of the company is around \$10 billion

9. The company has a strong advertising strategy via TV campaigns, outdoor media, print ads, digital ac

Weaknesses

1. Immense competition in the fast food segment means limited market share growth for Subway

2. Franchise management on a global level is a challenge and that can cause business operation issues

Opportunities

1. Subway can continue to expand globally and increase its business operations
2. The brand can offer a localized menu depending upon the preferred food in the region of operation
3. Acquisition of smaller food joints can help the brand grow and diversify

Threats

1. Threat from other eating joints & restaurants, as they may decline Subway's market share
2. Health conscious people avoiding eating fast food
3. Economic recessions and pandemics can lead to loss of customers and thus impact business operations

Competition

Competitors

1. KFC

2. Pizza Hut

3. Domino's

4. McDonald's

5. Burger King

6. Smokin Joes Pizza

7. Taco Bell

8. Papa Johns Pizza

9. Panera Bread

10. Au Bon Pain