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presence. Burger King is the 2 nd largest fast food hamburger chain in the world. It serves more than 11 million customers worldwide every day (Burger King Corporation, 2018). It operates in almost 100 countries and US territories. SWOT analysis of Burger King | howandwhat According to 2013 the revenue of the company is \$ 28,105.7 million and the profit of the company is \$ 5,585.9 million. There are more than 1,800,000 employees are working. Competitors of the company are Yum! Brand Inc., Burger King Inc, Subway and Wendy's Company. McDonald Swot Anaysis Strength. 1. Largest fast food market share..McDonald is ...SWOT Analysis of McDonalds Corporation for 2013 | Study ...Ovidijus is the founder of SM Insight and the lead writer since 2013. His interest and studies in strategic management turned into SM Insight project, the No.1 source on the subject online. He's been using his knowledge on strategic management and swot analysis to analyze the businesses for the last 5 years. KFC SWOT analysis 2013 - Strategic Management Insight Burger King's ability to keep its position as one of the biggest players in the quick service/fast

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Underperforming the market over the long term Weak growth prior to 2010 Burger King remains in the shadow of McDonald's
Market Assessment and Opportunities

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