Brinker International, Inc.: SWOT Analysis & Company Profile

Description:

Synopsis
Business Review's Brinker International, Inc. contains a company overview, key facts, locations and subsidiaries, news and events as well as a SWOT analysis of the company.

Summary
This SWOT Analysis company profile is a crucial resource for industry executives and anyone looking to quickly understand the key information concerning Brinker International, Inc.'s business.

Business Review's "Brinker International, Inc. SWOT Analysis & Company Profile" reports utilize a wide range of primary and secondary sources, which are analyzed and presented in a consistent and easily accessible format. Business Review strictly follows a standardized research methodology to ensure high levels of data quality and these characteristics guarantee a unique report.

Scope
- Examines and identifies key information and issues about (Brinker International, Inc.) for business intelligence requirements
- Studies and presents Brinker International, Inc.'s strengths, weaknesses, opportunities (growth potential) and threats (competition). Strategic and operational business information is objectively reported.
- The profile contains business operations, the company history, major products and services, prospects, key competitors, structure and key employees, locations and subsidiaries.

Reasons To Buy
- Quickly enhance your understanding of the company.
- Obtain details and analysis of the market and competitors as well as internal and external factors which could impact the industry.
- Increase business/sales activities by understanding your competitors' businesses better.
- Recognize potential partnerships and suppliers.
- Obtain yearly profitability figures

Key Highlights
Brinker International, Inc. (Brinker) is a US based restaurants company. It owns, develops, operates and franchises the Maggiano's Little Italy and Chilis Grill & Bar restaurant brands. Chili's Grill & Bar operates in the Bar & Grill segment of casual dining, with menu items such as baby back ribs, hand-battered chicken crispers, big mouth burgers and bites, fajitas and salsa and chips. The Maggiano's Little Italy brand operates as a full-service, casual dining restaurant brand. It offers pasta, chicken, veal and prime steaks, seafood, desserts and alcoholic beverages. In addition, it offers banquet facilities for party events. Brinker and its franchisees operate over 1,550 restaurants in 30 countries and two territories. The company is headquartered in Dallas, Texas, the US.

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