



DUNKIN' DONUTS

SKYLER RAFFERTY



WHAT IS DUNKIN' DONUTS?!

- Dunkin' is the world's leading baked goods and coffee chain
- Serves over 3 million customers each day
- Offers 50+ varieties of donuts and premium beverages, bagels, and sandwiches along with even more baked goods
- America truly does run on Dunkin' Donuts with over 12,600 restaurants nationwide

Most Recent Products

- Most recently, February 23, Dunkin' introduced its brand-new spring menu to keep up the challenge with other competitors by dropping new products such as: Salted caramel sips, roasted tomato toasts, and even fresh new desserts.
- The spring season brings new adventure, optimism, and fun with all of its new menu options for their customers.





Most Innovative Products



1973: MUNCHKINS Donut Hole Treats - over 1 billion munchkins sold per year

1997: COOLATTA frozen beverages – over seven different flavors available

2018: Donut Fries – soon to be launched



Promotional Strategy

- Dunkin's promotional strategy includes its brightly colored coffee logo
 - Makes the brand memorable and leaves an impression on their customers
 - Dunkin has stayed relevant over the years due to localizing the brand in ever local market (worldwide)
- Social media, television ads, and magazines are used to promote the brand
 - "Always something brewing at Dunkin"
 - Always a deal or offer going in which encourages customers
- DDPERKS App
 - On-the-go ordering
 - Pay quickly
 - Order ahead
 - Finding a Dunkin' near you

SWOT Analysis

Strengths

Global Operations – Dunkin' has expanded overseas to over 46 countries with more than 13,000 restaurants worldwide

Positioning– has breakfast available nearly everywhere at any time available for their customers, setting themselves aside from competitors

Eco- friendly Policies – Dunkin has adapted to eco friendly products and utensils that reduces the carbon footprint by using paper cups

Opportunities

Healthier Options – Revenues soared for competitors when they introduced healthier options, Dunkin' should offer more nourishing food options

More Variety – Customers have seen improvement since the early 2000s with variety in their menu.

Weaknesses

Poor Targeting Overseas – targeting the markets in the US has never been an issue for Dunkin', but when it comes to oversea targeting, Dunkin' seems to lack that skill

Lack of Variety – Since relying on coffee and bakery goods, Dunkin limits the chain to a small selection of food, more recently they have fixed this issue

Threats

Intense Competition – Dunkin's top competitors include Starbucks, McDonald's, Burger King, etc. Their market shares and profits will always be a threat due to competition

Rising Costs – Due to a switch in more nutritious food, prices from the local farms, etc where the food comes from, prices have risen.

Global Pandemic & Recession – The pandemic has devastated so many economies, all of the fast- food sector is under threat

Marketing Strategy

- Social Media Marketing
 - Targets the younger audience with funny and relatable posts
- Dunkin's entire strategy is aimed at attracting customer's attention: evoking emotions of all sorts



hilarious commercial poking some fun at Starbucks drink size names



Dunkin' 

@dunkindonuts

Me @ my local Dunkin: I'll have...
The crew: The usual?

7:27 PM · 03 Aug 21 · [Twitter Web App](#)



Questions?