



Strengths

- Unique product offering - offers vegetarian burger choices whereas the majority of burger / fast food places in Japan do not.
- Competitive pricing; inexpensive & budget friendly
- Some organic options on the menu, including coffees and teas. Freshness Burger's cattle supply is free-range, grass-fed from Australia. And their potatoes are also organic and grown in Japan.
- Offers a wide range of condiments - from more simple options like ketchup and mustard to more exotic options like mango hot sauce and garlic sauce.
- Widely considered to be amongst the top fast food chains in Japan
- Positive publicity, good reputation, & recognizable branding
- Innovative marketing & products that generate attention (such as foie gras burger, blueberry cheese burger, and the liberation wrapper)



Weaknesses

- Burgers are made fresh, but are also frozen
- Burger meat is not top quality meat
- Smaller portion sizes & burgers compared to other restaurants in Japan
- Freshness Burger is a franchise, which enables them to have hundreds of locations in Japan and Asia. However, the franchise model can potentially expose the brand to certain risks, including things like financial deterioration, mismanagement, customer dissatisfaction, and low revenue generation.
- Freshness Burger does not currently offer online ordering through their website or app.



Opportunities

- There is a chance for Freshness Burger to create more innovative products and items on their menu to make customers choose them instead of other fast food outlets. They have had a lot of success with their other limited time product offerings that seemed bizarre and that you couldn't find anywhere else in Japan (such as with their blueberry cheeseburger and liberation wrapper). Launching more items like this could help Freshness Burger maintain their charm and popularity.
- There is a chance for Freshness Burger to offer online ordering services for their customers. In doing so, they will make the ordering process easier and more convenient to many by offering the option to order online. They will also be able to manage their orders more efficiently, and will have access to better customer data.



Threats

- Public and media health concerns related to obesity / eating unhealthy foods. People in Japan are generally very conscientious of what they eat and want to stay healthy.
- Fierce competition from competitors such as McDonalds, Lotteria, and even convenience stores like 7-11 and Lawson.
- The COVID-19 pandemic could affect businesses if the Japanese government decides to close down restaurants again in order to slow the spread of the virus.