

# Wendy's International, LLC - Strategy, SWOT and Corporate Finance Report

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## Abstracts

### SUMMARY

Wendy's International, LLC - Strategy, SWOT and Corporate Finance Report, is a source of comprehensive company data and information. The report covers the company's structure, operation, SWOT analysis, product and service offerings and corporate actions, providing a 360° view of the company.

### KEY FINDINGS

Detailed information on Wendy's International, LLC required for business and competitor intelligence needs

A study of the major internal and external factors affecting Wendy's International, LLC in the form of a SWOT analysis

An in-depth view of the business model of Wendy's International, LLC including a breakdown and examination of key business segments

Intelligence on Wendy's International, LLC's mergers and acquisitions (MandA), strategic partnerships and alliances, capital raising, private equity transactions, and financial and legal advisors

News about Wendy's International, LLC, such as business expansion, restructuring, and contract wins

Large number of easy-to-grasp charts and graphs that present important data

and key trends

## REASONS TO BUY

Gain understanding of Wendy's International, LLC and the factors that influence its strategies.

Track strategic initiatives of the company and latest corporate news and actions.

Assess Wendy's International, LLC as a prospective partner, vendor or supplier.

Support sales activities by understanding your customers' businesses better.

Stay up to date on Wendy's International, LLC's business structure, strategy and prospects.

## KEY HIGHLIGHTS

Wendy's International, Inc. (Wendy's) is a quick-service restaurant company. It operates restaurants, and develops and manages restaurant franchises. The company's product offerings include hamburgers and chicken sandwiches, cheeseburgers, chili, baked and French fried potatoes, salads and dessert. Based on revenue, Wendy's company classified its operations into three divisions, namely, company-owned restaurants; company-owned bakery; and franchise royalties received from Wendy's franchised restaurants. As of December 2012, it had 6,186 restaurants in North America, of which 1,427 were operated by Wendy's and 4,759 by a total of 439 franchisees. The company operates in the U.S. and 27 other countries, besides U.S. territories. Wendy's is headquartered in Dublin, the US.

The company intends to expand its relationship with successful, well-capitalized franchisees that are proven operators with a strong commitment to its image activation re-imaging program. To this end, the company announced plans to optimize its restaurant portfolio by concentrating its ownership geographically through the sale of about 425 company-operated restaurants to franchise operators.

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### COMPANIES MENTIONED

Wendy's International, LLC

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