

Group Assignment #5: SWOT Assessment

Deviled Egg Co.

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Strengths

1. **Unique Product Offering:** Deviled Egg Co.'s focus on a niche product differentiates it in the specialty food and beverage market, attracting customers looking for unique culinary experiences.
2. **Strategic Partnerships:** The partnership with Center Fresh Farms secures a consistent egg supply and provides a competitive advantage in cost and quality control during crises like the bird flu outbreak.
3. **Innovative and Adaptive Business Model:** The use of food trucks during the pandemic and the expansion into new markets demonstrate agility and a willingness to innovate in response to demand and environmental changes.

Deviled Egg Co. has distinctively positioned itself within the specialty food and beverage industry through its innovative focus on deviled eggs, capturing the attention of those seeking unique and high-quality culinary experiences. This specialization distinguishes the company from its competitors and enhances its brand identity, associating it with creativity and exceptional taste. Integral to its success is the strategic partnership with Center Fresh Farms, which provides Deviled Egg Co. with a steady and reliable supply of eggs. This relationship is invaluable, especially in navigating challenges such as the bird flu outbreak, by ensuring cost stability and consistent quality, thus maintaining the company's commitment to excellence despite fluctuating market conditions.

In a demonstration of its resilience and innovative spirit, Deviled Egg Co. has adjusted its business model in response to the evolving market landscape, which is particularly notable in the wake of the pandemic. The company's adaptive strategies, including the utilization of food trucks and expansion into new geographical markets, underscore its proactive approach to growth and

customer engagement. This flexibility allowed the company to continue serving its customers during times of uncertainty. It paved the way for exploring new opportunities and avenues for expansion, reflecting a dynamic and forward-thinking business philosophy.

Deviled Egg Co. exemplifies an agile business model responsive to market demands and dedicated to delivering unparalleled dining experiences by continuing to evolve and adapt in the post-pandemic era. This approach ensures the company remains at the forefront of the specialty food and beverage industry, poised for sustained growth and success.

Weaknesses

1. **Operational Challenges:** The manual and labor-intensive process of peeling eggs presents a bottleneck in production efficiency and scalability.
2. **Limited Brand Visibility and Marketing:** The company's social media and overall online presence could be better, limiting potential market reach and customer engagement.
3. **Leadership and Management Strain:** The owner's challenges in splitting time between locations and difficulty in delegation may hinder the company's ability to manage growth effectively.

Opportunities:

The specialty food industry is rapidly developing and introducing a lot of innovations. Consumers are increasingly conscious of what they eat, leading to increasing demand for healthier and more natural specialty food products. These preferences include non-GMO, gluten-free, and functional food with added health benefits. Deviled Egg Co. can be an

enjoyable, fresh alternative for a quick afternoon or lunch option. The quality of the ingredients used should remain top-notch and consistent.

Consumers are also becoming more adventurous with their palates, so there is a growing interest in exotic and globally-inspired specialty foods. Deviled Egg Co. already offers some exotic-flavored deviled eggs, but it could be beneficial to have some constant flavor offerings, as well as new rotating flavors. This way, it entices customers to come in for new flavors that are only available for a limited time.

Finally, a big trend in the industry is convenience and snacking. Deviled eggs are a great snack to grab at any point in the day. This consumer preference could serve the company well depending on its position in the market. Creating an environment that encourages casual and formal meetings may be highly beneficial. Many consumers today choose coffee as a convenient place to meet, whether for business or personal reasons. Entering this market and capitalizing on its unique features may open new doors for the Deviled Egg Co. Furthermore, it may lead to new catering opportunities.

We can identify market and product opportunities by utilizing the Ansoff Matrix. Deviled Egg Co. can diversify by opening franchise locations in similar locations to the market structure and culture of current locations, such as Des Moines, IA; Kansas City, KS; and Boulder, CO. These franchises could focus on serving brunch options with egg-centric ingredients alongside the deluxe deviled eggs. Some examples of new products include eggs benedict, egg frittata, breakfast casseroles, and skillet. A product development opportunity would be to expand product offerings to include these breakfast options with a main egg component to current Deviled Egg Co. locations. The company could also consider market development by expanding through corporate-owned or franchised restaurants while offering deluxe deviled eggs, cocktails,

flatbreads, and appetizers. A final consideration would be penetrating current markets with existing products to maximize market share and maintain brand presence.

Threats:

Two potential competitors to Deviled Egg Co. would be Tapas Bars and specialty food restaurants with a similar ambiance. Deviled Egg Co. has a significant competitive advantage in the tapas bar industry through its pioneering product line exclusively dedicated to premium deviled eggs. This characteristic distinguishes the company from its counterparts, which generally offer a wider variety of small plates. Furthermore, the business's extraordinary flexibility and resiliency—exhibited by its successful transition to food truck and catering businesses during the pandemic—highlight its ability to handle difficult situations skillfully. This flexibility contrasts with possible flaws in tapa bars, which can make it difficult to modify their dine-in-focused business plans in response to shifting customer tastes or external disruptions.

Deviled Egg Co.'s strategic supply chain connection with Center Fresh Farms also offers cost and supply stability, which gives them a significant competitive advantage over tapas bars, which could experience price and ingredient sourcing instability amid market issues like the bird-flu crisis. The company distinguishes itself from other tapas bars through its strategic approach to expansion with its growth mindset, which it demonstrates through its plans for expansion and research into franchising prospects. Deviled Egg Co.'s focus on internal culture, leadership development, and strategic location decisions strengthens its position in the market. It also addresses potential weaknesses in tapas bars, such as visibility, team building, and leadership. Finally, in contrast to tapas bars, which might not emphasize operational efficiency, the company's concentration on delegation and process optimization positions it for easier

expansion and scalability. Deviled Egg Co. is positioned as a strong competitor in the food and beverage industry since its strengths capitalize on possible limitations in tapas bars.

People processes for recruitment, engagement, and development:

A strength of Deviled Egg Co. is its investment in employee training and development programs to enhance the skills and capabilities of its workers. Using hands-on training experiences helps employees to learn through experience. This approach allows employees to develop skills quickly and effectively. There are also cross-training opportunities for the employee to learn multiple roles within Deviled Egg Co. Cross-training enhances skills and creates a more versatile employee. Deviled Egg Co. provides regular feedback and coaching to employees to help them identify improvement areas and set developmental goals. With a more personalized approach, they can confirm that each employee's needs and career aspirations align with the company's.

Deviled Egg Co. offers competitive pay and benefits, making the company more attractive and helping it obtain good talent. Employees are more likely to be engaged and motivated when they receive fair compensation. The recruitment, engagement, and development processes improve employee performance and create a continuous learning and growth culture within Deviled Egg Co. Inversely, budget and resources have limits regarding training and development initiatives. There is also a risk that an employee may leave the company for other opportunities, resulting in a significant loss of investment and organizational productivity. Deviled Egg Co. has more strengths in recruitment, engagement, and development than weaknesses. Still, by addressing these weaknesses and building on its strengths, the company can further enhance its processes for long-term success.

The environmental and political impact:

Deviled Egg Co.'s environmental and political impact is primarily dependent on how they source their ingredients and their method of production. One of the potential factors would be egg production. The environmental effects of eggs stem largely from poultry farming practices, including the land for feed crops, water consumption, and greenhouse gas emissions from poultry operations. Deviled Egg Co. negates some of these challenges by working closely with sustainable farmers. Transportation also raises the carbon emissions from obtaining ingredients such as mayonnaise, eggs, and garnish. Packaging that uses plastic or non-recyclable materials could also impact the environment. The packaging used for storing and transporting the eggs and other ingredients could affect the eco-friendliness of the business.

Company waste could also be a significant factor in the company's environmental impact. It is crucial to properly manage waste generated by preparing and consuming the deviled eggs. If not appropriately conducted, it could end up in landfills, but composting unused portions would help to reduce the impact of waste. Having locally sourced ingredients was an important decision to help reduce the environmental footprint associated with making deviled eggs.

As for the political impact, food policy could strongly influence the company's success. Food regulations and policies related to agriculture and labeling requirements could directly impact the production of the ingredients in deviled eggs. Shifts in agriculture policy may also affect the availability and cost of eggs and other ingredients. Public health initiatives could also impact Deviled Eggs Co.'s Political decisions related to health, dietary guidelines, and nutrition education. These influences could potentially shape consumer behavior and preferences, further impacting consumption.