

Wenzao Ursuline University of Languages

English 8

Passport Project

Theme 3

Topic: Compare and contrast between Burger King and McDonalds

Instructor:	Julia	
	numbers and names	job description
Students:	1108208089 Sally 1108203012 Mary 1108208082 Jack 1108209508 Nathalia	find information,typing,ppt find information,typing,ppt find information,typing read proof
Date:	2020/12/06	

Fast food giants: McDonald's vs Burger King

It is lunchtime, your stomach is a rumble. You walk down the street and look for a fast, delicious meal. The scent of the burger is catching your nose. There is McDonald's and BurgerKing right located on the street corner. The thought about having a burger with a nice bowl of salad or some special cheese fries at McDonald's or BurgerKing? The different choices of food would bring you to a place one of these two giants of fast-food chains.

Burger King is a well-known fast-food restaurant in the world. There are also many chain stores around the world. The marketing strategy of Burger King is that it focuses on the core products of the enterprise itself. Besides, it offers guest and personalized services as well. In other words, customers are free to change the content of their meals according to their preferences. The cooking method of the meal is, mainly, roasted by fire. The price of Burger King is a little higher, compared to McDonald's. However, customers have many options to choose from burgers to salad or fruits. The target customers are mainly young men. It is because the menu in Burger King rarely sees salads, smoothies, and other meals catering to women and children.

McDonald's is the largest fast-food chain in the world. The marketing strategy of McDonald's is to counter negative brand perceptions with transparency. They focus on smiling, quality, speed, and so on. The cooking method of the meal is mainly roasted and fried by fire. Customers have many choices to order. The prices are lower, and the target customers are people of all ages, and both adults and children like it. Moreover, they have extra services that customers can enjoy without getting off the bus, the drive-through.

Even so, with all the Burger King attempts to advance to first place as burger seller globally, all his marketing fails to achieve long term grip. McDonald's seems to consolidate his position of the first choice for a burger because it appeals to all ages. The options outside the burger domain offer more possibilities to attract even the most obverse to fast food.

REFERENCES

- Chamberlain, J. (2019a, February 17). *McDonald's v Burger King - we put food, service, price and atmosphere to the test*. GrimsbyLive. <https://www.grimsbytelegraph.co.uk/news/grimsby-news/mcdonalds-burger-king-grimsby-compared-2553416>
- Lemon, M. (2020, October 5). *McDonald's Marketing Strategy: Staying Transparent While Under Fire*. Post Funnel. <https://postfunnel.com/mcdonalds-marketing-strategy-staying-transparent-while-under-fire/>
- Mavericks, J. (2020, June 5). *How Burger King Keeps Failing at Marketing - Better Marketing*. Medium. <https://medium.com/better-marketing/how-burger-king-keeps-failing-at-marketing-84b7e2bd0f4e>