
Compare and contrast

Burger King vs. McDonald's

GROUP 7

INTRODUCTION

What is your choice?

Burger King

or

McDonald's



Burger King

♥ **SERVICE**

customization

♥ **SELLING POINT**

roasted by fire

♥ **CUSTOMER**

young people

♥ **PRICE**

higher

McDonald's

♥ SERVICE

smiling, quality and speed

♥ SELLING POINT

roasted or fried

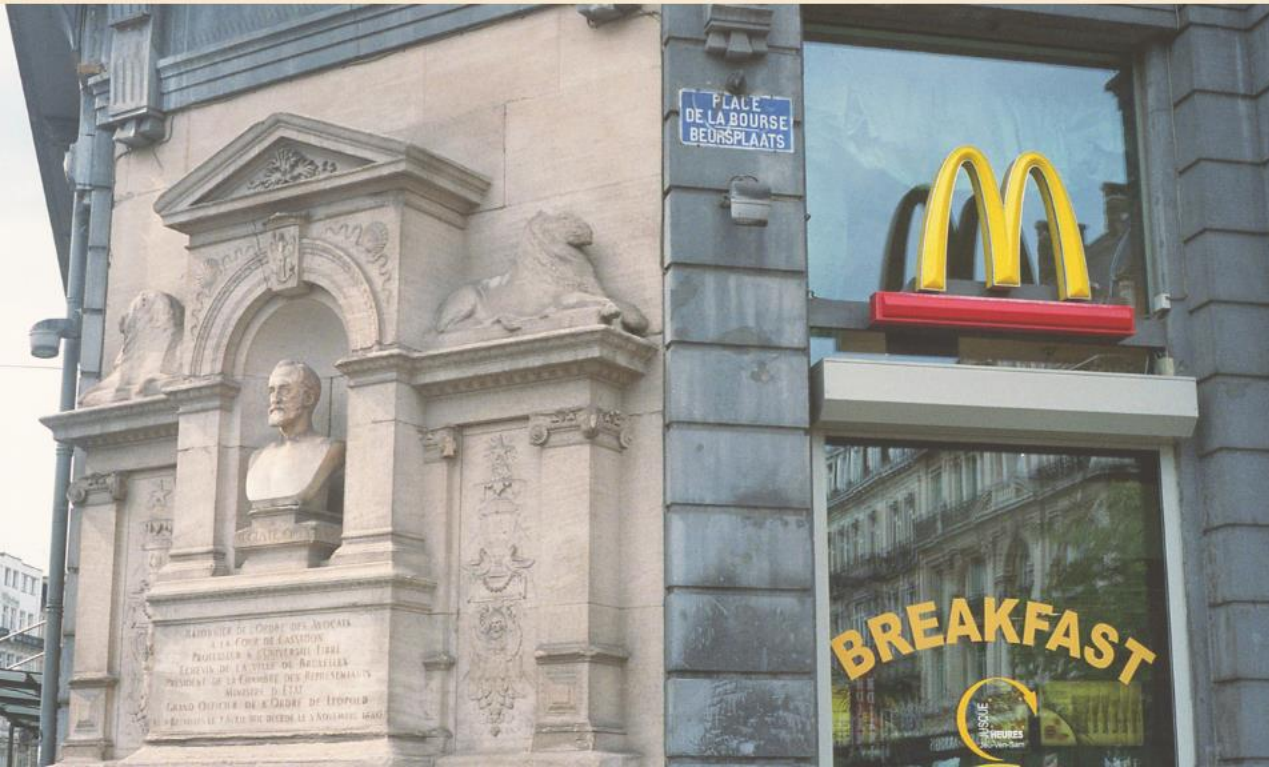
♥ CUSTOMER

adults and kids

♥ PRICE

lower

CONCLUSION



Burger King
AND
McDonald's

REFERENCE

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THANK YOU!

GROUP 7: SALLY/MARY/NATHALIA/JACK
