

Overview

Criticisms

TheCaseSolutions.com
General Facts and Figures

- Founded in 1953 in Miami, Florida
- Taken over by 3G Capital in 2010
- By December 31 2011, employed more than 30,000 people
- Operated in 81 countries having more than 12,000 restaurants (80% of which are franchises)
- 2nd largest hamburger chain based on number of restaurants, but 3rd based on revenues in 2011
- New strategy implemented in 2010

Company	Revenue 2011	Revenue 2010	Profit
McDonald's	32.4	30.1	2.3
Wendy's	2.5	2.7	0.2
Wendy's	2.4	2.3	0.2

TheCaseSolutions.com
New 4-pillar strategy
"Taste is King"

MENU
OPERATIONS
IMAGE
MARKETING

TheCaseSolutions.com

TheCaseSolutions.com
Criticisms

- Wanting to be different without doing the things differently (mimicking rivals)
- Introducing delivery services, but not offering quality containers
- "Healthy" smoothies



Vereinigung Hamburger Schiffsmakler und
Schiffsagenten e.V. (VHSS): Valuing Ships

TheCaseSolutions.com

TheCaseSolutions.com
General Facts and Figures

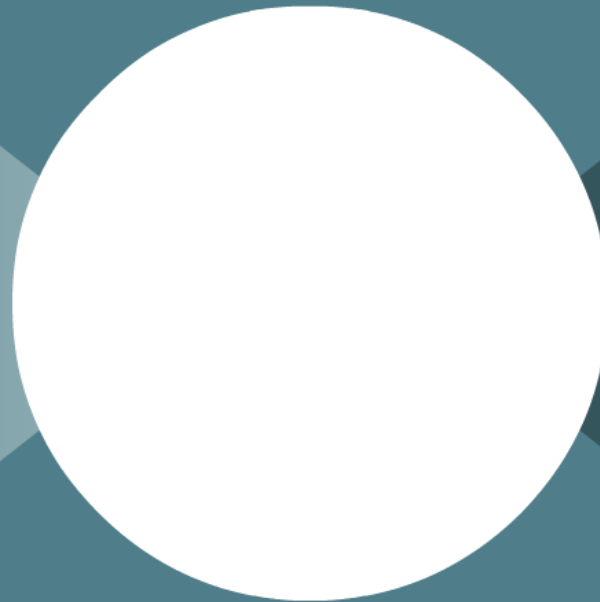
- Founded in 1954 in Miami, Florida
- Taken over by 3G Capital in 2010
- By December 31 2011, employed more than 30,000 people
- Operated in 81 countries having more than 12,000 restaurants (89% of which are franchise)
- 2nd largest hamburger chain based on number of restaurants, but 3rd based on revenues in 2011
- New strategy implemented in 2010

Company	Revenue 2010 (\$M)	Revenue 2011 (\$M)	Change 2010-2011 (%)
McDonald's	22.2	22.7	2.2%
Burger King	2.1	2.0	-4.8%
Wendy's	2.1	2.2	2.0%

Overview

TheCaseSolutions.com
New 4-pillar strategy
"Taste is King"

MENU
OPERATIONS
IMAGE
MARKETING



Criticisms

TheCaseSolutions.com
Criticisms

- Wanting to be different without doing the things differently (mimicking rivals)
- Introducing delivery services, but not offering quality containers
- "Healthy" smoothies

Vereinigung Hamburger Schiffsmakler und Schiffsagenten e.V. (VHSS): Valuing Ships

TheCaseSolutions.com

TheCaseSolutions.com

General Facts and Figures

- Founded in 1954 in Miami, Florida
- Taken over by 3G Capital in 2010
- By December 31 2011, employed more than 34,000 people
- Operated in 81 countries having more than 12,000 restaurants (84% of which are franchise)
- 2nd largest hamburger chain based on number of restaurants, but 3rd based on revenues in 2011
- New strategy implemented in 2010

Company	Revenue 2010 (\$bn)	Revenue 2011 (\$bn)	Growth 2010-2011
Mc Donald's	24.1	27	12.20%
Burger King	2.5	2.3	-6.70%
Wendy's	2.4	2.4	2.40%

TheCaseSolutions.com

New 4-pillar strategy
"Taste is King"



MENU



OPERATIONS



IMAGE

MARKETING

TheCaseSolutions.com





TheCaseSolutions.com

TASTE OUR
FRESH NEW
FLAVORS.

+ ORDER AT YOUR BK®



MENU



OPERATIONS



IMAGE



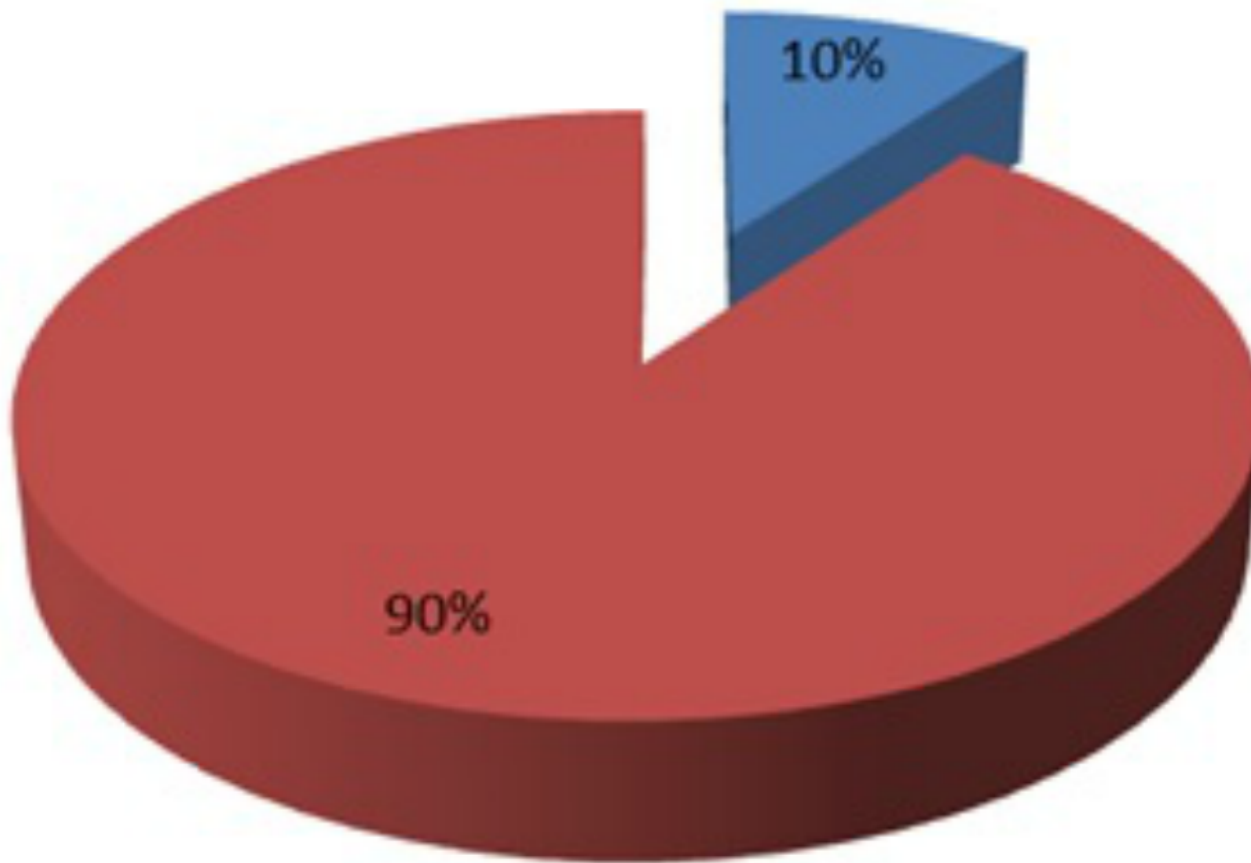
TheCaseSolutions.com

MARKETING

■ Company restaurants

■ Franchise restaurants

TheCaseSolutions.com



BURGER KING

HOME OF THE WHOPPER



TheCaseSolutions.com

Criticisms

- Wanting to be different without doing the things differently (mimicking rivals)
- Introducing delivery services, but not offering quality containers
- "Healthy" smoothies

