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# BURGER KING

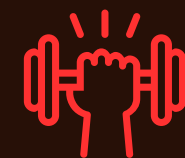
WHY BURGER KING ISN'T THE KING OF BURGERS







# Market Analysis



**Strengths-** Product innovation, catchy slogans, and customization.



**Weaknesses-** Brand perception, inconsistent service, and cleanliness.



**Competition-** McDonalds, Wendy's, Taco Bell, KFC, and regional chains.



**Customers-** Busy demographic and customers seeking affordability.



**Consumer behavior-** Burger King is seen as being a "lesser" option than McDonald's.





# Strategy Analysis



Competitive: ---> Cost Leadership

Differentiation: ---> Flexible Options

Segmentation Strategy: ---> Tailored Marketing + Menu

Advertising: ---> Catchy Satire Ads

Marketing Mix: Modest Brand Exposure

Growth: ---> Market Penetration

Brand Recognition: ---> Iconic Rote Learning = Repetitive + Catchy

Consumption Motive: ---> Budget Conscious

Emotional Appeal: ---> Humorous, lighthearted

Attitudes/Self Concept: ---> Individuality and Customization







# Focus Group Description

## Goals:

- Industry
- Leaders
- Company

## Conceptions

- Menu Expansion
- Hours of Operation
- Hierarchy
- Quality







# Focus Group Findings

## Confirmations:

- Industry
- Leaders
- Company
- Hours of Operation

## Contradictions:

- Menu Expansion
- Hierarchy
- Quality
- Packaging





# Strategic Strengths & Weaknesses

## Strengths

- Global Presence
- Fast expansion
- Low Franchise Cost
- New Items to Expand
- More Affordable

## Weaknesses

- Cheap
- Stuck in 2000s
- Not Fully Rebranded
- Lack of Healthy items
- Annoying Jingle
- Poor Late Night Option
- 6 Ownership Changes



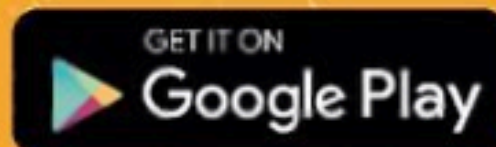




# REIGNITING THE FLAME

DOWNLOAD  
BK APP

FOR MORE FLAVORS



## Main Recommendation

### Enhance Customer Experience

- Bolster Burger King app
  - Continuous sales promos
  - Seamless mobile ordering
- Personalized rewards and offers
- Open later hours in the day

## Supporting Recommendations

### Elevate our Menu

- Increase Breakfast menu
- Demonstrate use of fresh ingredients
- Add more options across the board
- Seasonal offering

### Rebrand

- Celebrity endorsements
- Update Packaging



**THANK YOU**



**DRIVE THRU**

