

Research paper about minute burger



**ASSIGN
BUSTER**

RESEARCH PAPER I. Industry/Company Background Burger Machine is an industry. Minute Burger is an established food franchising company with over 26 years of expertise in the delivery of first-rate food products and food service operations. Since 1982, we have served millions of our on-of-a-kind, hearty, DELICIOUS burgers, in Minute Burger stores all over the Philippines. Today, we continue to explore opportunities and take full advantage of our market potential.

We maintain dynamism in developing our product line to suit the various tastes of our growing market. We relentlessly work towards building dependable systems to improve and ensure the highest product and service standards. And, we take our franchising goals a notch higher by jointly envisioning with our partners and by matching our strength with theirs to achieve maximum rewards, not only in our franchise business but more importantly, in people's lives.

The market share under the burger on the wheels segment can be described by the following figures based on my observation in today's market- Minute Burger- 34, Burger Machine-31, Angel's Burger-21, Buena bonita's-8 Other's-6. Minute Burger has now expanded all over the country through franchising. Its franchising package amounting ? 350, 000 includes business operations support, management training services and Marketing/ Promotional Support.

II. Vision, Mission. Vision

By 2020, Minute Burger shall be the Quick Service Food Chain of Choice for the value conscious consumer by providing innovative and environmentally sustainable food products and services that meets global standards through operational excellence; aided by highly competent employees and franchise

partners with a shared mind set to create memorable experiences and to also achieve local and international expansion. Mission To create positive customer experience. III. REVISED MISSION STATEMENT 1. CUSTOMER

To ensure that each guest receives prompt, professional, friendly and courteous service. To maintain a clean, comfortable and well maintained premises for our guests and staff. 2. PRODUCTS & SERVICES To sell delicious and remarkable food and drinks. That the food and drink we sell meets the highest standards of quality, freshness and seasonality and combines both modern-creative and traditional Asian styles of cooking. 3. PHILOSOPHY At Minute Burger, we Believe that Fast Food is about sustaining the satisfaction of people. . EMPLOYEES To provide all who work with us a friendly, cooperative and rewarding environment which encourages long-term, satisfying, growth employment. To keep our concept fresh, exciting and on the cutting edge of the hospitality and entertainment industry. 5. TECHNOLOGY To provide the guests the information about the Minute Burger easier. 6. MARKETS 7. SELF-CONCEPT To ensure that all guests and staff are treated with the respect and dignity they deserve. To thank each guest for the opportunity to serve them.

By maintaining these objectives we shall be assured of a fair profit that will allow us to contribute to the community we serve. To provide at a fair price - nutritional, well-prepared meals - using only quality ingredients. 8. CONCERN FOR PUBLIC IMAGE To actively contribute to sustainable development through environmental protection, social responsibility and economic progress. To us, that means meeting the needs of society today, while respecting the ability of future generations to meet their needs.