

# Restaurant comparison

[Business](#), [Marketing](#)



McDonalds' and TGI Fridays are two fast food restaurants and they compete with each other in this industry. These two restaurants use the servicecape in their operations in order to operate more efficiently and effectively.

1. In terms of McDonalds' the service cape is done well in that the cameras are conveniently located such that the employees are in a better position to have a full glare of everything that is taking place inside the restaurant. The customers can also see the background environment of the restaurant on a large screen that is displayed in the shop. TGI Fridays also uses the service but it can be seen that the company strongly relies on the services that are offered by the workers.

2. For McDonalds, this servicescape has a positive influence on customer perceptions of the overall service experience given that it is designed to reflect the organization's way of doing business. The service is designed in such a way that it portrays the company as unique and offering special products that cannot be matched by other competitors. Focus is put on the burgers that are offered by the company. on the other hand, TGI Fridays specifically focus on the core aspects that shape its business such as fried chips and chicken.

3. Physical characteristics such as color, lighting, shapes and sound in each servicescape significantly influence the customer's experience. Essentially, the whole service is mainly designed to appeal to the senses of hearing as well as sight such that the customers can experience something new as soon as they visit the premises. The motion pictures are colorful and they appeal to the interests of the customers since they have been designed in a captivating way.

4. Both restaurants use state of the art equipment in order to attract many customers. The furniture is carefully designed and the floors are tiled in different styles such that they look attractive to different people who may happen to visit the places. McDonalds offers drive through services and these are very convenient to the customers.

5. McDonalds uses the servicescape as a differentiator in that it helps the workers to improve their performance. For instance, through the use of video, the employees are in a better position to see what is happening in every corner of the restaurant. This can also help the workers to respond quickly to the customers. Fridays on the other hand uses this particular service to improve the efficiency of the employees in their service delivery. The employees have a clear view of everything that is taking place within the premises which help them to respond positively. The servicescape is also used by McDonalds' as a form of entertainment to the customers. This acts as a differentiator.

6. McDonalds uses state of the art equipment as a differentiator. The equipment used by the organization is beautifully designed such that it appeals to the interests of the customers. On the other hand, it can be seen that Fridays also uses attractive furniture and decorative floors to appeal to the interests of many people.

7. In case of McDonalds', I would suggest that they put more screens which enable the customers to have a clear view of the whole place while they are enjoying their meals. In case of TGI Fridays, I think they should also increase the number of cameras to cover the area outside since they are some

customers who like to use drive in services. They should be able to view themselves on large screen as well.