

# McDonald's vs subway



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Which is better? McDonald's VS Subway Nowadays many people eat fast food and there are competitions among the stores. The two most popular fast-food restaurants are McDonald's and Subway and they both attract customers in different ways. First, the unique variety of menu of both stores attracts customers. McDonald's offers wide range of hamburgers and drinks from shakes to coffee and even some desert menu. The hamburgers are already made at the back of the kitchen so it could be served very fast as its system.

The menus of hamburgers are already arranged with many varieties providing different size range, from the kids size " Happy-meal" to a large size " Big Mac" and sometimes even a seasonal menu to attract customer's attention. They also offer many set menus for different age groups for example; Happy-set for young aged customers with toys. On the other hand, Subway is a healthy based submarine sandwich chain also offering some arranged menus and also they make a sandwich with any combination of ingredients in front of the customers.

Subway also offers some set menu for kids including fruits to balance the nutrition in one meal. Subway always offers meal with a relatively low calorie from fats providing many high nutritious side menus for examples salads, and including many varieties of fresh vegetables. To sum up, McDonald's provides fast survive with simple menus and Subway provides healthy menus with the free choice to make personal sandwich. Second, the different aspects on atmosphere of each store attract people in different ways. Brightness is one of the main aspects which control the atmosphere of the store.

McDonald's has a yellow lightening and the store is always filled with bright lights. On the other hand, Subway has a dim lightening compared to McDonald's with more natural lights which make its atmosphere more relaxing. The different genre of the music also inspires the atmosphere of the store. McDonald's in Japan plays many Japanese pop songs listened by many age group. Compared to McDonald's, Subway rather plays western music including jazz, country music creating calm atmosphere helping people to relax by listening to slow tempo music.

The color of interior and exterior takes a big roll to create different atmospheres. The signboard of McDonald is red and yellow attracting attentions from people who is walking or driving, and it is the typical image of fast-food store. The interior differs depending on each store but most of the interior are designed to include red in some part of the store. These red and yellow colors make people happy and these colors catch eyes of young children. Compared to McDonald's signboard, Subway uses the combination of dark green and yellow which gives a natural image of the store and also the relaxing atmosphere.

Its interior is mostly brick wall and displaying pictures of vegetables and fresh fruits which makes the store to be natural and it is easier for any aged group people to access and dine. To sum up, McDonald's creates the classic happy atmosphere and Subway creates a natural atmosphere witch relaxes customers. Third, the location condition attracts specific customers depending on its target groups. McDonald's and Subway both has different target groups and the store location condition differs to suit each groups. McDonald's target is family, children and students.

So their stores are mainly located around shopping malls, stations, schools and often have individual building for parking and drive through for the families to access the store conveniently. Subway's target is young adults, office workers who wish to have a healthy balanced meal. To suit the target groups, Subway has shops inside the office buildings and around the office buildings, and even in some university for its healthy menu and for the reason that it only needs a small space because they do not need a large kitchen.

Recent news told that a famous Japanese bakery has opened a Subway style store in Ginza which shows it is starting to get popular to the office workers in Japan. To sum up, McDonald's open many branches with wider store buildings so people could dine, and Subway open many small branches since most of them are located in busy business areas where people has no time to dine. In conclusion, both McDonald's and Subway has its own device to attract customers by its unique menu, atmosphere and its location condition. In Japan, McDonald's is still popular and has its style but Subway is also starting to make its own style.