

Burger king corporate social responsibility

[Business](#), [Company](#)



Assignment Corporate Social Responsibility (CSR) refers " the ethical principle that a person or an organization should be accountable for how its acts might affect the physical environment and the general public" (Dobber, D. & Fahy, J. , 2009). Nowadays, CSR programme is a global trend, which is encouraged by the government. It also helps the company in partnership and investment opportunities. On the other hand, CSR programme can enhance the company's image in the consumers' views. It would be very effective in a competitive market.

And furthermore, CSR programme can improve the productivity and reduce the producing cost for the company. For these reasons, all kinds of business have begun to focus on their CSR programme as responding to the social concerns in various ways. Burger King Corporation (BKC) is a global chain of hamburger fast food restaurants. BKC is founded in 1954 by James McLamore and David Edgerton. In the end of 2012, it has a total of 12,700 outlets in 73 countries. Recently, BKC has just arrived to Vietnam. BKC is located in Hanoi, Da Nang, and Ho Chi Minh City.

However, BKC does not seem to provide a good marketing campaign here. BKC has installed several CSR programmes in other countries but not in Vietnam yet. To implement a CSR programme is a way of marketing it to Vietnamese society. The problem in Vietnam market is Vietnamese people are not used to taste food due to cultural differences. They also care a lot about their looks, their health, especially obesity problem. People in ages of 16-35 are the main customer target of BKC. However, the rate of obesity of people in these ages is increasing rapidly.