

Burger king's essay sample



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What are grand strategies? Grand strategies are comprehensive, long term plan of essential actions by which a firm plans to achieve its major objectives. Key factors of this strategy may include market, product, and organization development through acquisition, divestiture, diversification, joint ventures, or strategy alliances. There are three types of company implementing grand strategies, growth strategy, stability strategy and defensive strategy. Our company ' Burger King' implement the grand strategies of growth strategy. Growth strategy is involving expansion in sales, revenue, market share, and number of customers. There are few proven about the growth strategy of our company. EMEA is our second largest region, as measured by number of restaurants. As of December 31, 2013, we had 3, 450 franchise restaurants and no Company restaurants in EMEA, as compared to 2, 989 and 132, respectively, as of December 31, 2012. During 2013, we refranchised all of our Company restaurants in Germany and Spain, bringing the region to 100% franchised. While Germany continues to be the largest market in EMEA with 692 restaurants as of December 31, 2013, Turkey and Russia, which are both master franchise markets, are two of our fastest growing markets with net openings of 67 restaurants and 88 restaurants, respectively, during 2013.

As part of our international growth strategy, we have created strategic master franchise joint ventures in three EMEA markets over the past two years: Russia and South Africa (both established in 2012) and France (established in November 2013). In France, we partnered with Groupe Bertrand, a leading multi-brand restaurant group with approximately 250 restaurants throughout France, and Naxicap Partners, a leading French

private equity firm. During the past two years, we also entered into master franchise and development agreements with franchisees in the Scandinavian countries (Norway, Sweden and Denmark), Finland and the Netherlands. We will continue to evaluate opportunities to accelerate development, including through the establishment of master franchises with exclusive development rights and joint ventures with new and existing franchisees. We believe there are significant growth opportunities throughout the EMEA region. On the other hand, in our international growth strategy, we have created strategic master franchise joint ventures in China and India in which we received a meaningful minority equity stake in the joint venture. Our India joint venture was established in November 2013 with Everstone Capital Partners, one of India's leading private equity firms.

We have also entered into master franchise agreements for Singapore, Malaysia, South Korea, Pakistan, Sri Lanka and Japan. We believe there are significant growth opportunities in APAC, and we will continue to pursue master franchise agreements and joint ventures throughout the region. Therefore, we believe that our company and the entire Burger King system, with significant opportunities for growth strategy is improvement. For instance, we improve the menu design, marketing and communications strategy, image design and operations system. As the improvement of menu, based on the strength of our signature roast cooking process, we believe that a better gourmet burgers. Our menu strategy is designed to optimize our menu, focusing on our core products, such as our flagship Whopper® sandwiches, while enhancing our menu to expand our appeal to women, parties with children and the elderly. We recently launched initiatives

focused on our food have expanded our product platform, and introduced in 2012 we believe that we re-focus on our food will give us opportunity to effectively improve same-store sales and margins 21 new or improved menu items. Through this improvement, we can expand into new products or service.

While the improvement of marketing and communications strategy, we have built a restaurant focused on driving sales and traffic while the wider consumer base with more inclusive message data-driven marketing process. Through our food-centric marketing communication strategy, we believe we can readjust our consumers for our food, which is a core asset and competitive differentiation. This can also increase our promotion and marketing efforts to try to expand its market share. In addition, we also promote image design to improve our company. We believe that our contemporary "20/20 design," which was inspired by the cooking process our signature flame grilled, will promote same-store sales, higher profits and return on invested capital. To encourage franchisees promised to reshape these efforts, we have developed a lower-cost alternative to transformation, and provides our franchisees in the United States, you can use third-party financing plan. December 31, 2013, to 30% of the North American system is in the "20/20 Design", and our goal is to get 40 percent of the reimaging to 2015.

In process of the above improvement, we can improve an existing product or service to attract more buyers. Last but not least, our operations system. We have through our reorganization, our field teams, "Field Optimization Project," by reducing the control of our field teams to significantly improve

our field and a restaurant visit. We believe that this reduces the number of restaurants and on-site staff responsible for improving all aspects of restaurant operations, including food quality, customer service, service and restaurant cleanliness speed. We have also redefined the role of the field staff is a “ business coach” who is responsible for working closely with the catering team and franchisees to achieve their sales, profits and business objectives. Variable pay is performance-site employees with those of franchise restaurants. We think that this “ business coach” approach will ensure accountability and adjust our franchisees. We have also introduced a standardized operational metrics to evaluate the restaurant, focusing on those core competencies, which we believe will maximize the customer experience. We believe that improving guest experience, increase traffic, restaurant, and we and our franchisees have the opportunity to increase sales and profits.