

Competitor Analysis Report

McDonald's:

Established in 1940 as a restaurant founded by Richard and Maurice McDonald in San Bernardino, California, the United States, McDonald's Corporation is an international fast food chain based in the United States. They changed the name of their company to a hamburger stand and subsequently became a franchise. In 1953, a restaurant in Phoenix, Arizona, unveiled the Golden Arches emblem. Businessman Ray Kroc became a franchise agent in 1955 and eventually bought out the McDonald brothers in 1961. In June 2018, it relocated from its previous location in Oak Brook, Illinois, to Chicago, which is close by. Due to its ownership of around 70% of restaurant structures and 45% of the underlying land (which it leases to its franchisees), McDonald's is also a real estate corporation.

Digital marketing strategy :-

Name:-	Facebook	Instagram	Youtube
McDonald's	82 Million	7.5 Million	704 K

Global Reach: McDonald's operates in over 100 countries, making it one of the most widespread fast-food chains globally.

Iconic Menu Items: The Big Mac, Quarter Pounder, and Chicken McNuggets are among McDonald's most famous menu items, recognized worldwide.

Franchise Model: McDonald's operates primarily through a franchise model, which allows it to expand rapidly while leveraging local entrepreneurship.

Innovation: McDonald's has been a pioneer in the fast-food industry, introducing innovations such as drive-thru restaurants, Happy Meals for children, and more recently, digital ordering systems and delivery services.

Cultural Influence: McDonald's has left an indelible mark on global culture, influencing not just food preferences but also aspects of business strategy, marketing, and consumer behavior worldwide.



Competitors :-

1. Burger King:

Burger King Corporation is a transnational American chain of fast-food restaurants that specializes in hamburgers. It is styled as BK. The business was established in 1953 as the Jacksonville, Florida-based restaurant chain Insta-Burger King, with its headquarters located in Miami-Dade County, Florida. Following Insta-Burger King's bankruptcy, the business was bought in 1959 and rebranded as "Burger King" by its two Miami-based franchisees, David Edgerton (1927-2018) and James McLamore (1926-1996). The business changed hands four times during the course of the following fifty years, and in 2002 it went public under the ownership of a consortium including TPG Capital, Bain Capital, and Goldman Sachs Capital Partners. In a deal of US\$3.26 billion, 3G Capital of Brazil purchased most of the company at the end of 2010.

Digital marketing strategy :-

Name:-	Facebook	Instagram	Youtube
Burger King	8.4 Million	1.9 Million	270 K

Global Presence: Burger King operates in over 100 countries, with thousands of restaurants worldwide, making it one of the largest fast-food chains globally.

Signature Products: Burger King is known for iconic menu items such as the Whopper, the flagship burger with flame-grilled beef, as well as the Chicken Fries and the BK Veggie for vegetarian options.

Flame-Grilling: Unlike McDonald's, Burger King emphasizes flame-grilling its burgers, which is a distinctive feature of their cooking process.

Menu Innovation: Burger King is known for creative menu innovations, such as limited-time offerings (LTOs) and collaborations with popular brands, which often attract consumer attention.

Whopper Sandwich: The Whopper is not just a menu item but a symbol of Burger King's brand identity, known for its size and flame-grilled taste.



2. Burger Singh

In Gurgaon, Haryana, India, childhood friends Kabir Jeet Singh and Nitin Rana established the Indian fast food chain Burger Singh in 2014. After setting up shop in Gurgaon, they have grown to 50 locations throughout north and central India in just seven years. These fifty locations are jointly owned and run by the firm and their respective franchises.

In 2017, Burger Singh began offering franchises for both dine-in and takeout business types. Delhi NCR (Gurgaon, Faridabad, Noida, Greater Noida, Ghaziabad), Jammu, Ahmedabad, Amritsar, Dehradun, Lucknow, Nagpur, Patiala, Jhansi, Panipat, Chandigarh, Muzaffarnagar, and Jaipur are among the Indian cities where you may find them.

There are presently 3 Burger Singh locations in London. Burger Singh infuses the traditional American burger with Indian flavors. They call their burgers Amritsari Murgh Makhani, Chunky Paneer Pandey, Chicken United States of Punjab, Udda Punjab 2.0, and Veg snacker, among other unique names.

Digital marketing strategy :-

Name:-	Facebook	Instagram	Youtube
Burger Singh	39 K	23.6 K	574

Indian Fusion Burgers: Burger Singh is known for its innovative menu that blends traditional Indian spices and flavors with classic fast-food items like burgers and fries.

Signature Burgers: They offer a variety of burgers such as the Amritsari Murgh Makhani Burger (inspired by butter chicken flavors), Keema Pao Burger (with spiced minced meat), and the United States of Punjab Burger (a fusion of Indian and American flavors).

Online Presence: Burger Singh has a strong online presence and offers online ordering through its website and mobile app, catering to the digital-savvy consumer base.

Brand Identity: The brand is known for its bold and vibrant branding, reflecting a modern and youthful image that resonates with its target audience.

Promotions and Collaborations: Burger Singh frequently launches limited-time offers and collaborations with popular brands or celebrities to create buzz and attract customers.

Cultural Connection: Burger Singh celebrates Indian culture through its food offerings and marketing campaigns, appealing to customers looking for a blend of familiarity and innovation.



3. Jimis Burger

In 2012, Jimis Burger began as a pushcart selling succulent, juicy burgers on the streets of Sangli. We have developed into the better business we are today because to the unwavering love and support of all of our customers.

Jimmy Bhore, a burger and sandwich enthusiast, created Jimis Burger as a love project! Additionally, Jimmy Bhore sings lead vocals for the metal band Zygnema, whose influence can be heard in all of our media.

Our motto is "better ingredients, better food," which we firmly believe. Our goal is to make every customer happy with our cuisine and warm service.

That's enough about us; all you really need is some killer burgers and rock & roll, so bring your loved ones here.

Digital marketing strategy :-

Name:-	Facebook	Instagram	Youtube
Jimis Burger	7 K	27.7 K	43

Creative Menu Offerings: Beyond traditional burgers, Jimi's Burger may also offer unique menu items such as specialty fries, milkshakes, and other side dishes that complement their main offerings.

Community Engagement: Jimi's Burger often participates in community events, sponsorships, or charitable initiatives, fostering a positive relationship with its customer base and surrounding communities.

Positive Reviews and Reputation: The chain has garnered positive reviews for its food quality, customer service, and overall dining experience, contributing to its standing in the competitive fast-casual dining market.

Local Appeal: Jimi's Burger emphasizes local sourcing and community involvement, contributing to its popularity and support among local residents.

Customization: Customers have the option to customize their burgers with a range of toppings, sauces, and cheese choices, allowing for personalized dining experiences.

Signature Burgers: They offer a variety of signature burgers with unique flavor combinations, often incorporating gourmet ingredients and creative toppings.



Analysis:-

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From the above table we can conclude that McDonald's is a brand which has captured the biggest market cap because of the time the brand has invested in business.

McDonald's has a huge lead compared to its competitor brands because of its much better and engaging content present on the digital platforms.

New upcoming brands are trying various strategies to compete with the biggest brand in the market which is McDonald's.

Digital content of McDonald's is much more creative than its competitors which helps them to retain their customers for a long time.