1. Find any 2 McDonald websites at 2 different countries (other than Malaysia and the 2 countries should not located at the same region). You can try to use this link to locate <https://corporate.mcdonalds.com/corpmcd/our-company/where-we-operate.html>
2. What language each website is using as default? (If not in English, you need to use Google Translate; a dialog box will pop up once you try to click any link). State the 2 languages.
   1. Thailand - th
   2. Singapore – en
3. When selecting the 2 countries, find out some information about the country background (population, culture, educational level, average income level, staple food). You may want search the info from <https://www.countryreports.org/>, <https://www.infoplease.com/world/countries>, <https://data.worldbank.org/country>

Thai larger population

Sing – diversity Chinese malay india, have muslims

Thailand practice Buddhism

Sing higher average income

Both countries staple food is rice

1. View and compare the menu and find the major similarity (such as breakfast, dessert, meal, happy meal, burger etc). Explain your answers about the similarity.

Both countries have a lot in common such as serving similar burgers

Mc nuggets and mc chicken

Breakfast almost the same

1. View and compare the menu and find the major difference (such as breakfast, dessert, meal, happy meal, burger etc). Explain your answers about the difference.

Thai have pork, Singapore no have

Thai love spicy dishes, almost all specials and dishes are spicy oriented

Singapore prefers more on healthy aspects with salads and wrappers

1. View and compare the menu the website layout and find out which websites do you think is more able to attract the online visitors. Explain who would likely be the online visitors and customers.
   1. Singapore is more user friendly with the UI, simple navigation
2. From the 2 McDonald websites identify any 2 types of customers (loyal, discount, impulse, need based, wandering). Explain your answers
   1. Loyal – people who love McDonalds
   2. Discount – people who come for the offers they provide
3. Select one person from your group to present your group answers. (In future, you may need to rotate this) At 11.30am to present this.