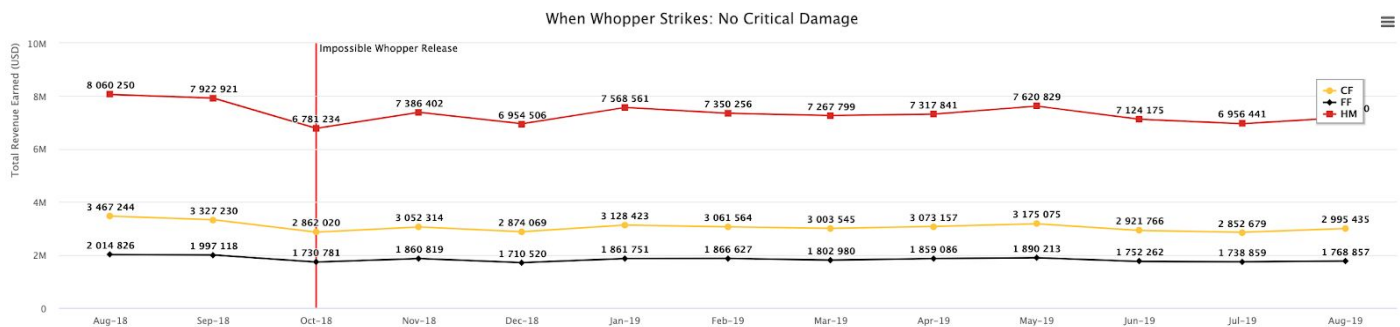
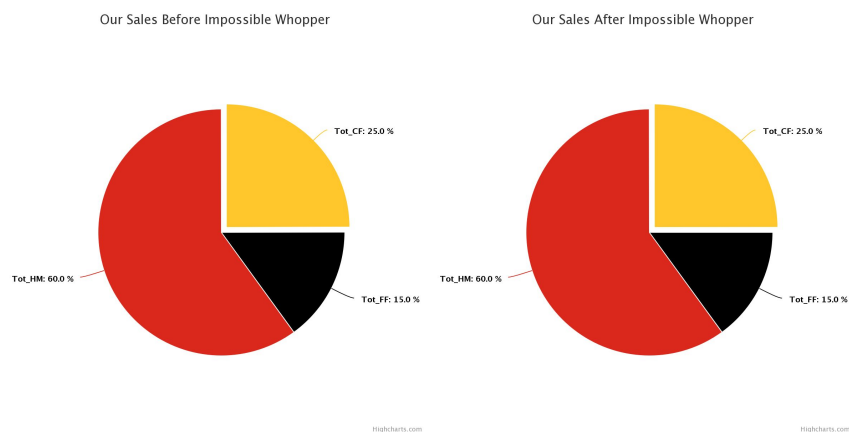


McDonald's Report

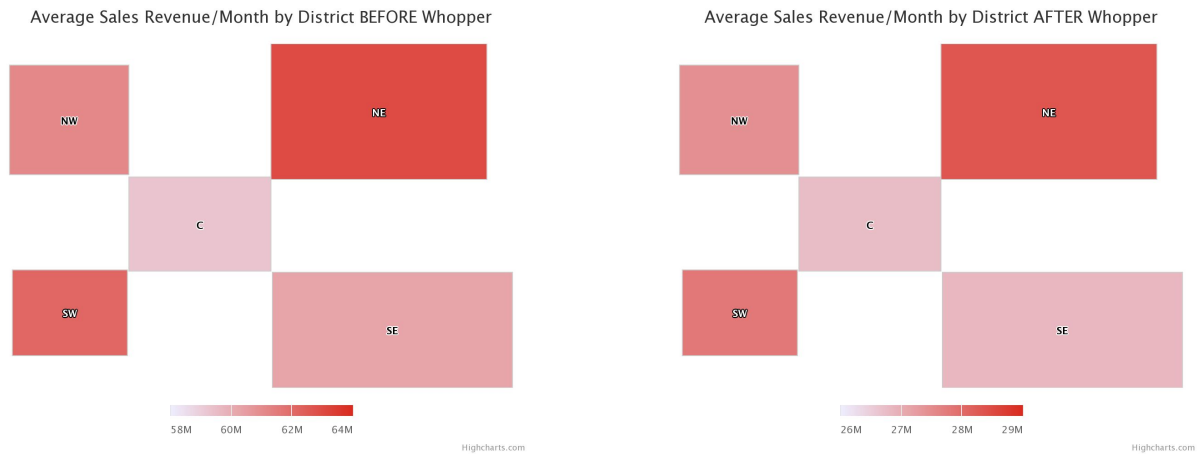
Dear Great CEO, I hope you are enjoying your ~~7th honeymoon~~ business meeting in furthering the progress our amazing burger company has made. As you know very well, some of our greasy competitors have made it their mission to demolish our hard work and take our customers, specifically Burger King. However, there is no need to worry because our company has the greatest ally, the clown CEO Ronald McDonald.



When the Impossible Whopper hit the market in Early Fall of 2018, we saw a slight dip (not BBQ sauce), in our hamburger sales. However, I presume that it was mostly due to the hype of the burger, and our customers went to try this new monstrosity then realized that 'Big Macs are where it's at'. This is why we never dipped that low again thereafter the Whopper release, because our burgers are the best!



The majority of our sales were still hamburgers, so our core customers are still alive and well (so far).



Taking a look at the locations where our sandwiches were sold, the Northeast District store is our strongest player on the team, but our overall average monthly sales dropped by at least half. We need to focus on getting more customers into the weaker stores like Southwest and Central. Introducing the ‘Highly-Possible Big Mac’, a hamburger with less meat, less cheese and even higher price. That new product would definitely see our sales rising.

No worries Chief! I know that you’ll do everything in your power to get McDonalds back and better than ever because you care about our stock value as a family. Have fun during your business meeting and if it went well, then you can give me a raise ;) (haha just kidding no really my kids are starving).