

# Are Impossible Burgers the way to go?

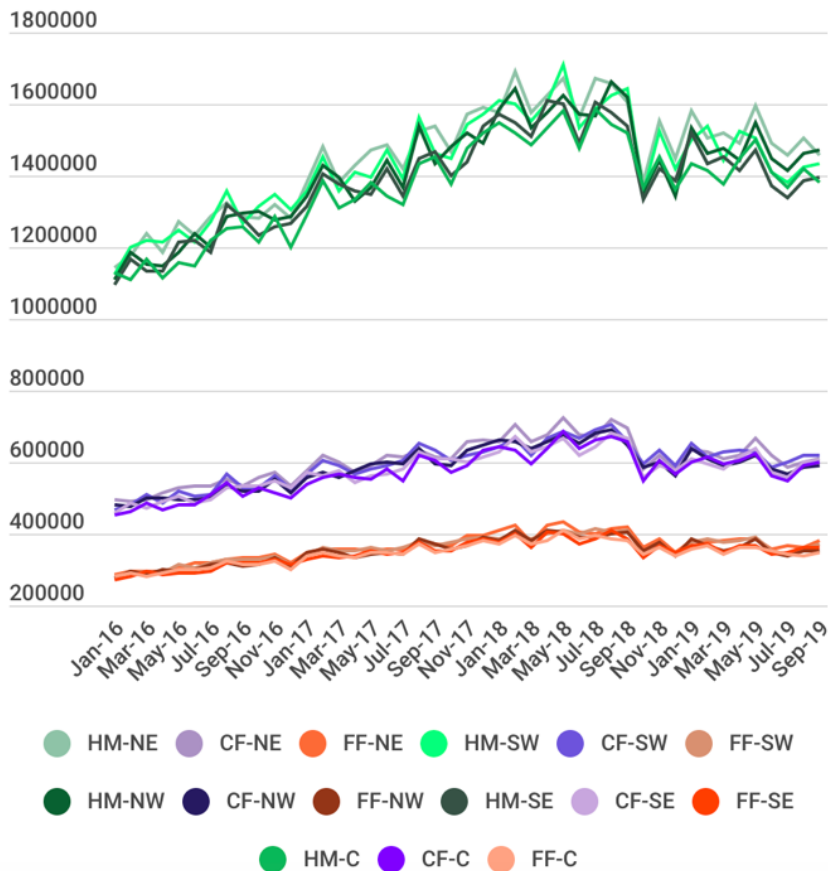
With the times changing and looking at the shareholders concerns here are some suggestions that can be implemented to keep the audience and shareholders of our company happy.



From the above graph from the Impossible burger website we can see that impossible burgers are all over America from fast food brands to fancy places which serve burgers.

## Micro-Trends seen in Sales:

# McDonald's Monthly Sales



Fish Fillet: Shades of orange

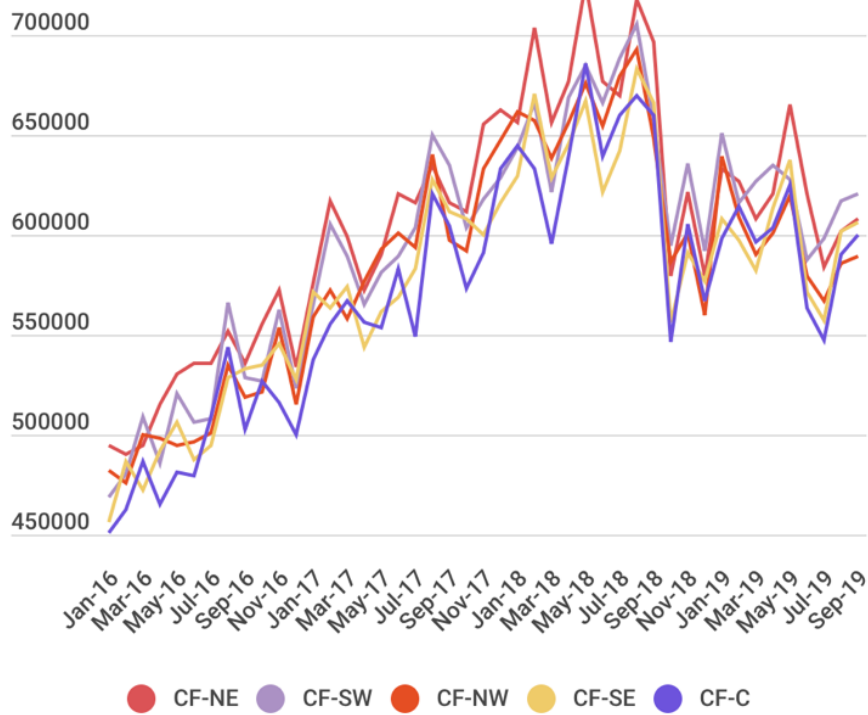
Chicken Fillet: Shades of purple

Ham burgers: Shades of green

We can see from the above graph that from the menu options between Ham burger, Chicken Fillet and Fish Fillet Ham burgers are taking the lead in sales. We see a similar trend in sales with there being a peak in 2018 and then the sales dropping.

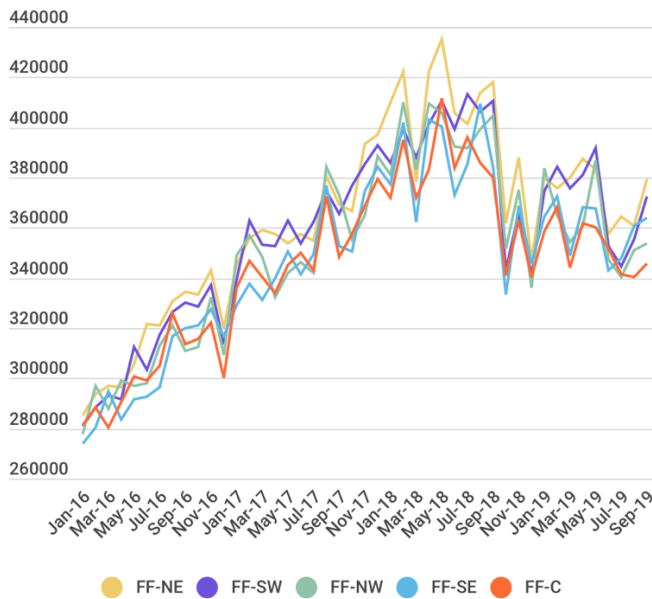
Let us go into details of each individual products on the menu.

# Chicken fillet



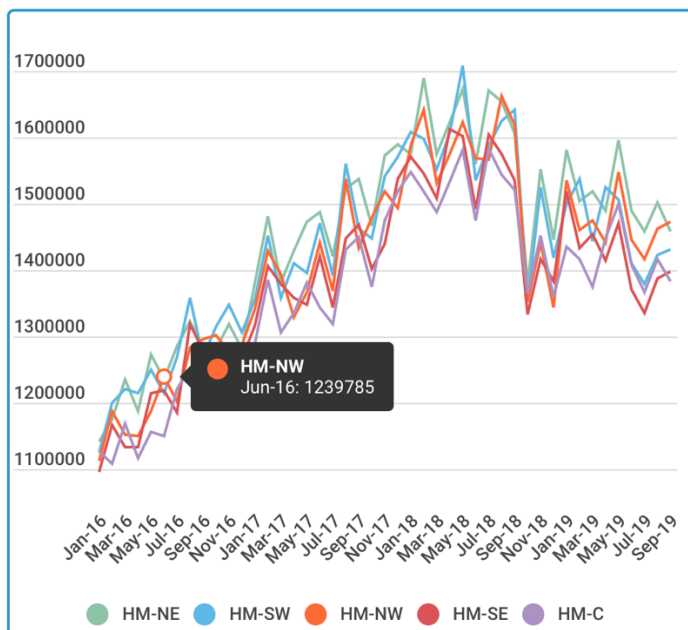
For chicken fillet we see that the sales are increasing from Jan-16 and reached a good point in March 18–May 18. There was a sharp drop in sales in Sep- 18. After that we can see that the sales are almost at the same. The different regions have the same kind of sales.

## Fish Fillet



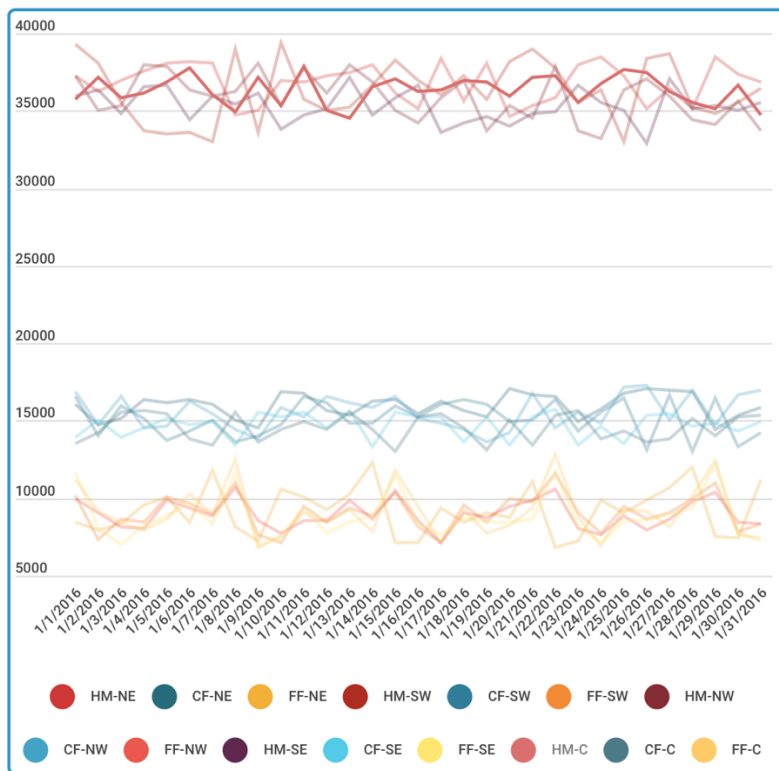
The fish fillet sales are similar like the chicken fillet in terms of pattern of the sales.

## Ham burger



The sales of hamburgers are consistently increasing till a drop of sales in September 18. Then they are lower than before at almost the same level.

# Daily Sales for January 2016



We see a difference between the sales between hamburgers and chicken and fish fillet to be very wide. The daily sales are quite consistent with no drops in sales.

## Conclusion

There are people who are changing to be vegans or there are more self-identified vegetarians with time changing. Considering that we don't have any vegetarian and vegan friendly burgers on the menu Impossible burger would be the one that fills the gap between our vegetarian and vegan friends and the company. We can see from the above sales chart that the sales increased and didn't stay there instead it dropped and then stayed at the dropped level. Thus, we can say that the drop in the sales and increase in vegetarian and vegan people can open a new category where people can get food at the restaurant. This opens a new category where we can earn revenue and make up for the loss in sales in the other categories. Also, seeing the popularity of impossible burger this new addition would benefit the sales. These changes would keep the shareholders happy.

## Citation

<https://impossiblefoods.com>