Chipotle and “Better Burger”

RBV is what made Chipotle successful originally. They can carry on their unique advantage of providing fresh ingredients and allowing customers to create unique orders into the burger industry. According to RBV, this model can be successful. Chipotle is already efficient at this, it’s hard to substitute, and its difficult for copycats to effectively mimic.

For McDonalds to stay competitive it would have to reshape its entire system. Fresher ingredients and more customization would have to take place. To satisfy RBV principles, McDonalds would have copycat Chipotle’s business model at a high level to stay competitive.