



NYU

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Technology Strategy



VISION, MISSION & VALUE STATEMENT

Vision

- To be the best and leading fast food manufacturers around the globe



Mission

- To be the world's best quick service restaurant experience by providing outstanding quality, service, cleanliness and value so that we make every customer in every restaurant smile



Values

- Our values summarized in Q.S.C.V allows us to keep every customer smiling by providing quality in every interaction.



PROBLEMS

- Fighting the urge to make a broad menu
- McDonalds lacks the “It” item that doesn’t give a reason to the customers to return
- People trying to eat healthily, want to customize their food to make it low calorie



INTENT

To Improve Our Exposure To The Younger Audience and Increase Footfalls by Adding Value To A Personalized Experience To Each Customer Aided By Our Current Digitization Strategy



25% of People Have at Least 1 Restaurant App on Their Phone



54% of People Try to Eat Healthy When They Buy Food from Outside



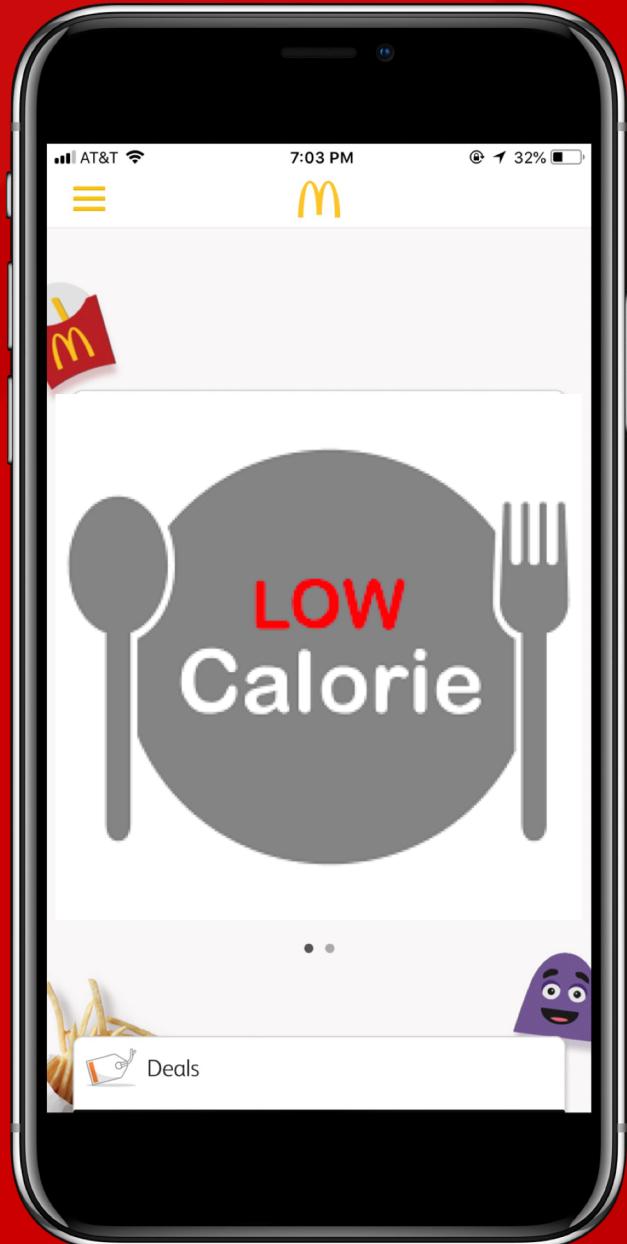
Americans are more Willing to Try New Food than They Were only a Decade or so ago



Millennials' demand for Food Tailored to their tastes is increasing.



VALUE PROPOSITION



A modification to the existing app gives customer the ability to –

- Add more ingredients
- Satisfy the health – conscious appetites
- Opens the door for vegan customization



New Additions on The Menu

McVeggie™



BUSINESS MODEL

The Three Legged Stool:

- The Owner
 - The Employee
 - The Supplier



Our Extension of the Business Model

- The model will incorporate the free app which will supplement the in-store digital kiosk/waiter and allow for burger customization
 - Based off an existing product and customization is charged on a per ingredient basis
 - No additional in-store installation costs required
- Fruitful partnerships with suppliers would aid in getting organic ingredients for pushing for a menu targeted at health-conscious customers.
- Introducing new cross-border & premium ingredient options using the existing locations would be an ideal testing ground for future successful launches as well as target market engagement.





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MARKET PLAN



We will use targeted online advertising to focus on young generation.



Exclusive promotions and coupons for new App users.



Launch trial programs at certain locations ; and use the data to spread to other franchises.



FINANCIAL ANALYSIS

Business Assumptions and Estimations :

- 1800 customers/store/day
- Assuming 600 opted for customizable burger and 1200 for normal burger
- 1 burger/customer
- Project exclusive for **250** NYC Stores

- Cost of a Normal Burger: **\$1**, Cost of Customizable Burger: **\$1.4**
- Price of a Normal Burger: **\$1.4**, Base price of a Customizable Burger : **\$2.2**
- Cost of introducing vegan options: **1 Million**
- Cost of modifying the app: **1 Million**
- Cost related to the updating and developing the app: **2Million**
- Cost of Marketing across all the stores: **25.8 Million**
- Cost of initial marketing: **7 Million**
- Renovation of the five stores: $\$750,000/\text{store} = 3.75 \text{ Million}$
- Overhead costs: **2 Million**

Total Initial investment/year: \$42.55 Million



Important Numbers:

Total Cost for Burgers/Year: \$186.15 Million

Total Revenue/Year: \$273.75 Million

Profit for first year: \$45.05 Million

Overall Profit margin: 16.49%

Increase in Profits only in terms of burgers is

33.43%

