1

My name is Steven Zhu. My origins lies in the industrial city of Wuhan, China. My family immigrated to Canada in 2003, back when I was in grade 4. I have worked at business consultant for Rogers, IT support for Ontario Hospital Association, and recently, software developer for TD Canada Trust as a part of my coop program. I currently attend a double degree program at the University of Waterloo and Wilfred Laurier University. Although my main interests lies with programming, I have always been interested in business events happening around the world.

2.

McDonald’s marketing share have been dropping despite the fact they are still the top choice for fast-food. I’ve done some research into the problems facing McDonald’s and explored possible solutions. First, McDonald’s decline in market share is largely due to the emergence of “fast-casual” restaurants. These restaurants, such as Chipotle, offer their consumers an option to customize the contents of their food. This, combined with the increase in consumer awareness in healthy food, has brought McDonald’s to their knees. So, McDonald’s has effectively two choices. They can play it safe and focus their current resources on being more efficient. This choice will potentially slowdown the decline in revenue until McDonald’s can find a way to re-invent themselves to steal back their consumers. The other way is innovate and go all out. They have to allow consumers to customize their burgers, which also decreases efficiency. Plus, franchised McDonald’s will revote due to the increase in cost to buy the new equipment and other related costs. However, this is the only way McDonald’s can potentially increase their market share. I think the new CEO will bring McDonalds towards the second option and I hope they will make a comeback. My student food budget depends on the existence of McDonald’s after all.

3

Sleepless nights

A few nights a month, I would have trouble falling asleep. Maybe due to the excess energy or due to the fact I overslept this morning. It is nights like this my mind wanders into three stages of thought. The first stage is very personal and realistic. These thoughts relate to my friends, family, a movie I just watched, my assignment due tomorrow, or my exam coming up next week. The next stage gets slightly more abstract and interesting. My mind comes up with ideas to change the past, present, or future world. For example, what if cellphones didn’t exist in the present? Would I pay more attention to class? Would I be sending notes across the classroom hoping the professor doesn’t intercept it? Would there finally be less selfies in the bathroom? Another example, does time travel exist in the future? If it does exist, then wouldn’t we know of its existence before that traveler traveled to the past? This means that either time travel will never exist or the world will end before it’s invented. Another possibility is the delicacy of time travel. Any action in the past would have an unknown effect on the future. Thus, time travel should only be used in emergencies to save the world from certain destruction. This is when my mind would start approaching the third stage: gibberish. If trees talked, what would it say? Would it tell us to stop killing its’ kind? Or would it be happy to sacrifice itself for us?