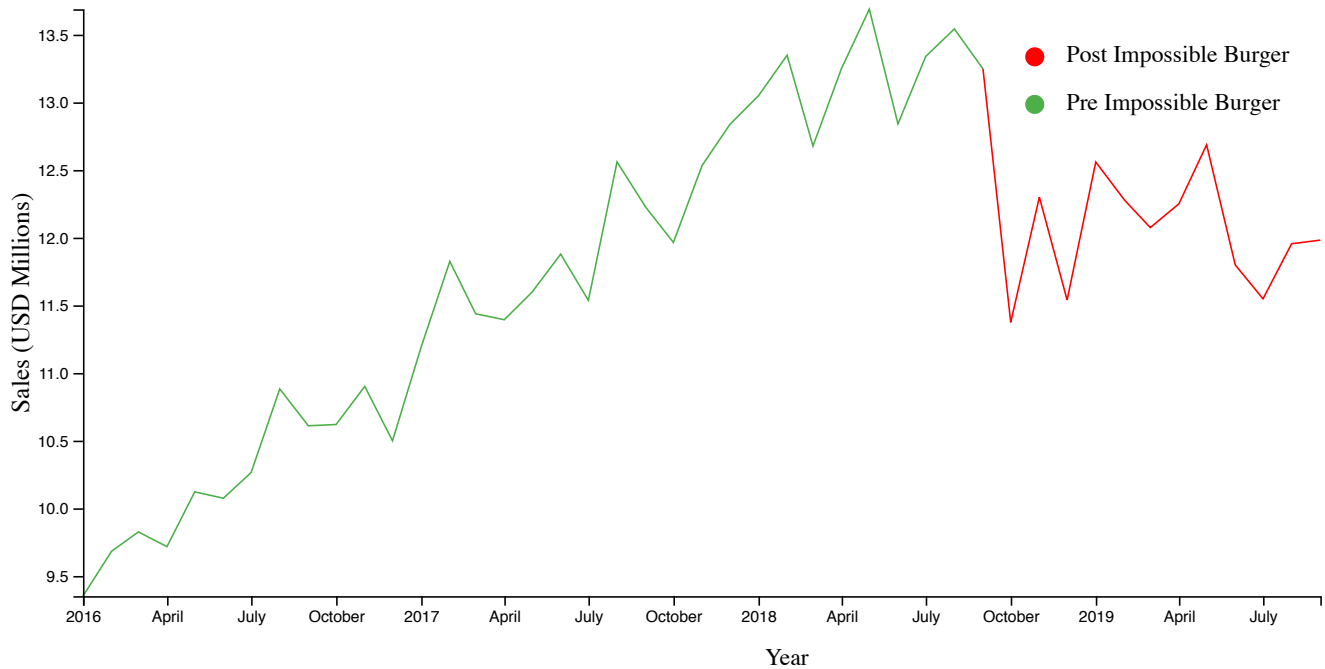




### Hit on sales from BK's Impossible Burger

Total Revenue from all burgers by the month



The Impossible burger is a plant based substitute for meat products.

We can see in the graph that our customers chose to switch to the healthier option.

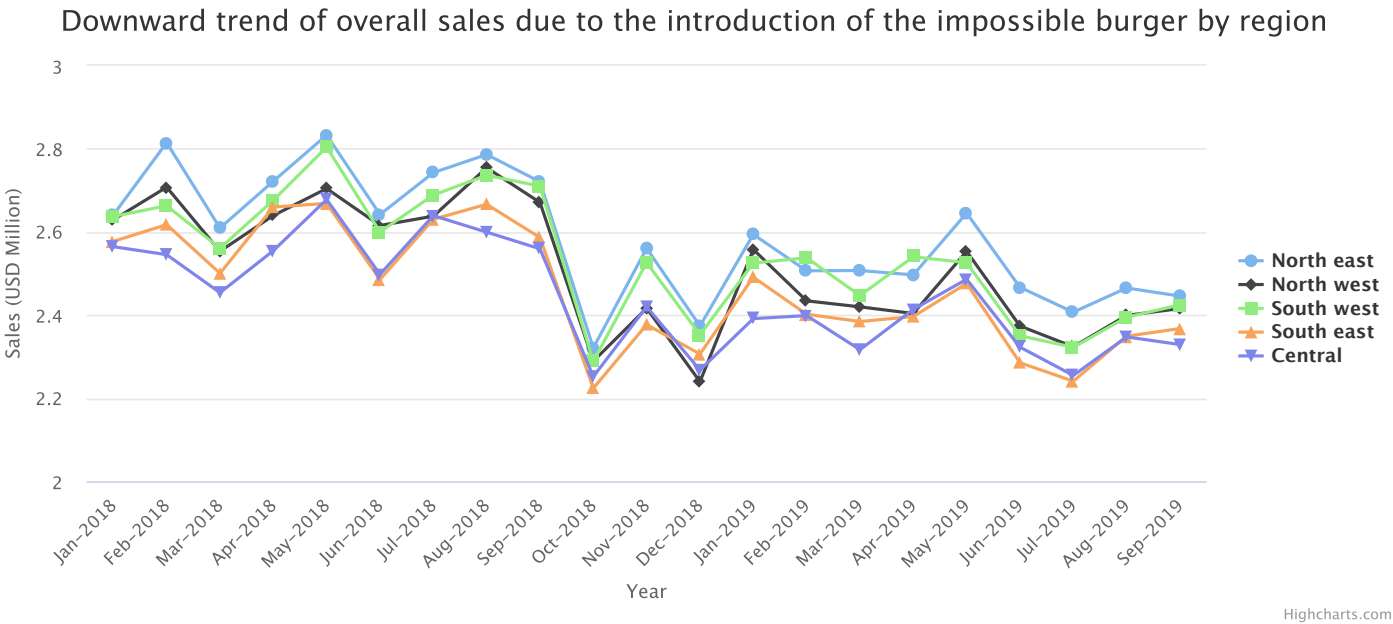
We experience a **16.5%** drop in sales, the highest in the last three years.

We can see a slight improvement in sales after October, but we must roll out the **McPossible Burger** to compete with Burger King!

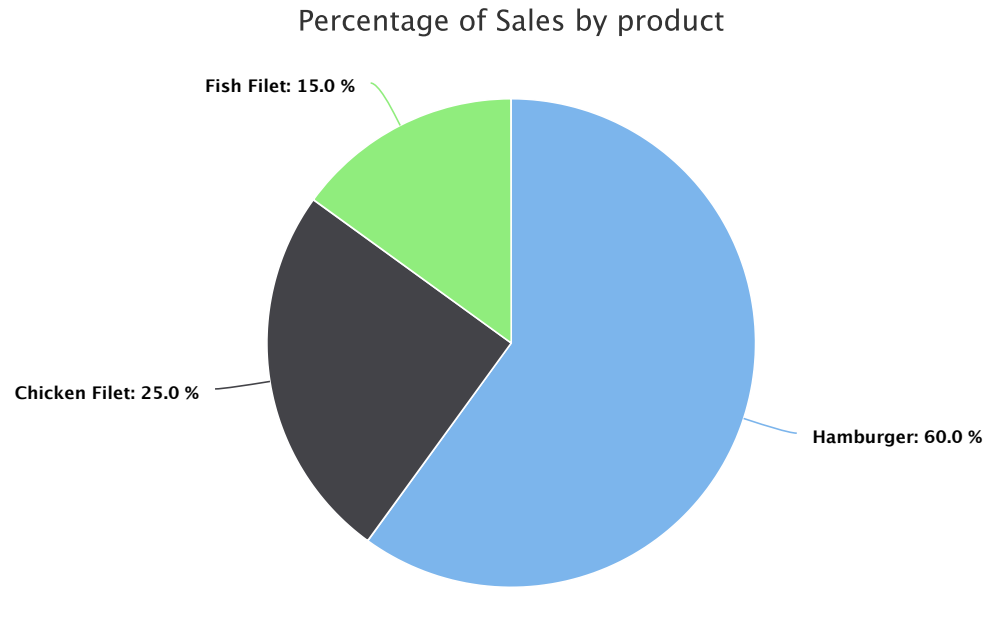
In the chart below, we can see that all regions faced the same trend.

We faced the biggest drop in sales in the **South-West**.

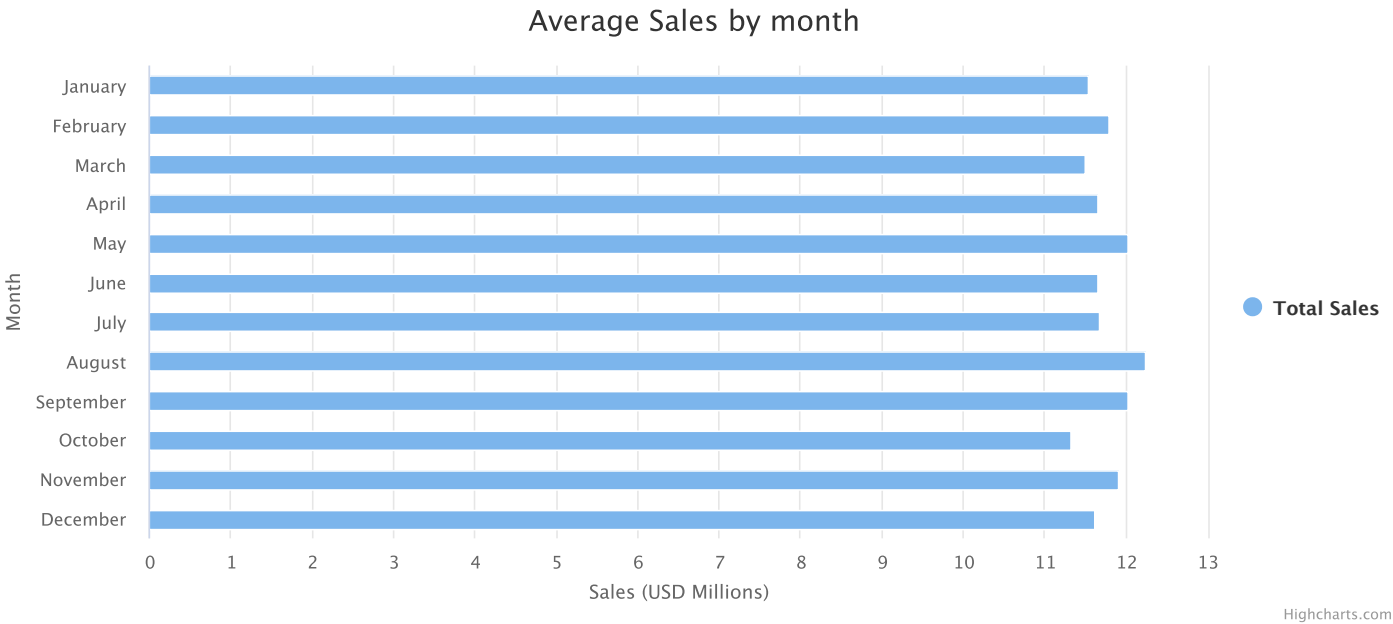
If we were to release the McPossible Burger, we should first pilot it in the South-West, since they seem to be the most health conscious.



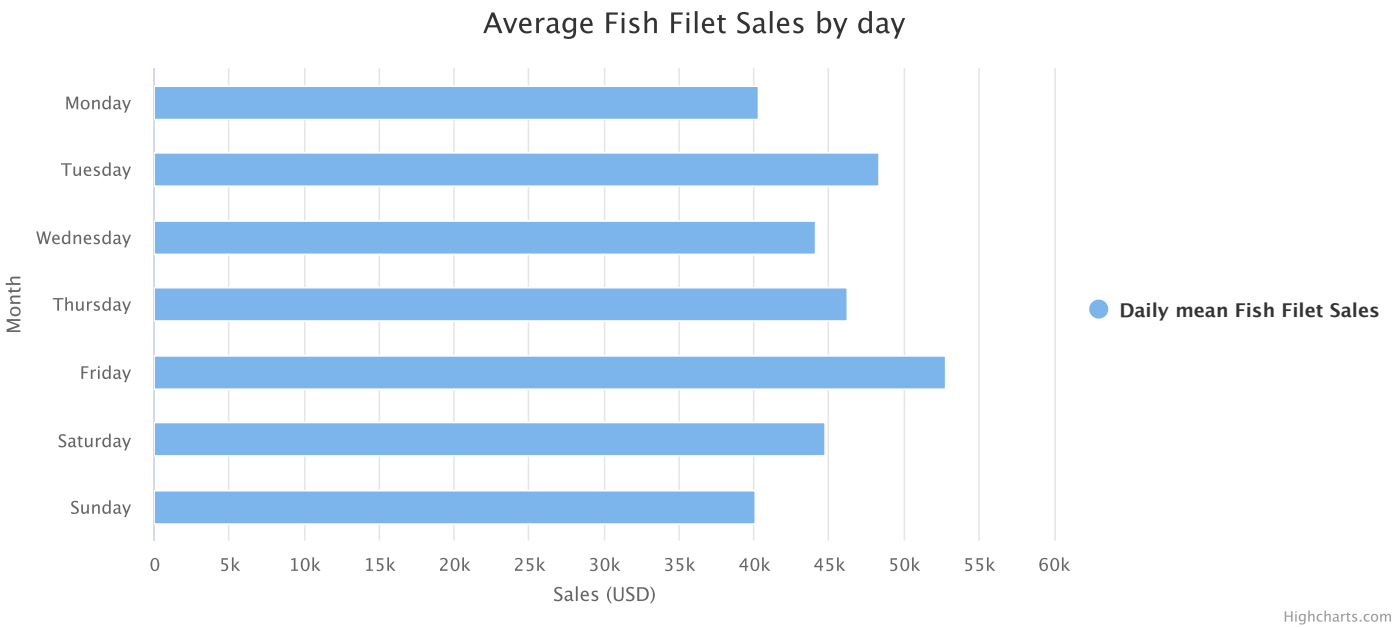
The Impossible burger is a direct substitute for beef.  
Given that almost **60%** of our sales are from Hamburgers, we must adapt to the Impossible burger.  
We will be able to open up to a whole new market of **Vegetarian** customers.



The average sales in October is due to the effect of the Impossible Burger.  
Generally **January** and **March** are our worst months.  
People make **New Years resolutions** to eat better and move away from hamburgers.  
By releasing the McPossible Burger January 2020, we can help our customers with their New Years resolutions.



Our Fish-Filet Burgers tend to sell well on Fridays.  
The sales continue to drop through the weekend until Tuesdays.  
The reason for this is that **pescatarians** don't have any other alternatives at McDonalds.  
We can provide deals on the McPossible Burger over the weekend to compensate for the drop in sales of the Fish Burger.



## FINAL VERDICT

Time to develop the recipe for the McPossible Burger.  
**18%** of greenhouse emissions are due to the meat industry.  
It is time that McDonalds paid greater importance to saving our planet.  
Not to forget the long term health of our customers