

TRANSMITTAL MEMO

TO: Corbett Upton, Vice President of Operations
FROM: Sze Yan Li, Menu Innovation Marketing Manager
DATE: November 20, 2013
SUBJECT: Recommendations for the “Taste of the World” Campaign in Oregon, USA

Here is the report you requested on November 1 on recommendations for the “Taste of the World” campaign in Oregon, USA. After studying the state of Oregon, my team and I found Japan’s Korokke (Croquette) Burger, Mexico’s McMolletes, and Italy’s Spinach and Parmesan Cheese Nuggets to be the most suitable choices for the campaign.

The search for suitable menu choices first began with a review of recent articles and various statistics or facts about the state of Oregon. The next phase involved distributing a questionnaire to 200,000 Oregonians, asking about their eating preferences. However, this study did not involve an analysis of the current sales or the success of menu items at McDonald’s Oregon franchises.

From the findings, my team and I extracted international menu choices that best aligned with the interests of Oregonians. Menu items were chosen based on survey results, while the findings from the secondary research served to support those decisions. For example, Japan’s Korokke Burger would fit Oregonians’ preference for Japanese cuisine. It is made primarily of shrimp, potatoes, and cheese—all of which can be easily and freshly provided by Oregon’s farmers and seafood harvesters. For further details on the Korokke Burger and other recommended menu items, please look at page 12 of the report.

In my report you will find a detailed analysis on the state of Oregon and reasons why the marketing team trusts that Japan’s Korokke Burger, Mexico’s McMolletes, and Italy’s Spinach and Parmesan Cheese Nuggets would best cater to Oregonians.

Thank you for giving me the opportunity to work on this assignment. It has been a great learning experience. If you have any questions about the report, please give me a call at (503) 515-1713 or email me at szeyanli@live.com.