**TRANSMITTAL MEMO**

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**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 an analysis on the state of Oregon, my team and I found McDonald’s Japan’s Korokke (Croquette) Burger, McDonald’s Mexico’s McMolletes, and McDonald’s Italy’s Spinach & Parmesan Cheese Nuggets to be the most suitable menu items for the campaign.

To find the three menu items that should be featured, my team first reviewed recent articles and various statistics or facts about the state of Oregon. Then, we distributed a questionnaire to 200,000 Oregonians, asking about their eating preferences and opinion on McDonald’s. However, health concerns such as possible allergies or matters of nutrition were not considered in this study. We felt that customers could address these concerns by viewing the updated nutritional hand-outs that will be provided in all McDonald’s franchises once the campaign begins.

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 statistical 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 7 of the report.

In this report you will find an analysis on the state of Oregon and reasons why the marketing team trusts that the McMollettes, and the Spinach & Parmesan Cheese Nuggets, and the Korokke Burger are menu items that 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 findings, please give me a call at (503) 515-1713 or email me at szeyanli@live.com.