**Statement of the Opportunity**

McDonald’s Corporation owns the world’s largest chain of fast-food restaurants, with more than 34,000 restaurants worldwide. Among the reasons this chain is so successful is its adaptability in various countries, providing innovative menu items that fit the taste buds of the local community.

In the United States of America, McDonald’s focus has been on improving its food quality, rather than the innovation of new menu items. However, recent studies show Americans’ increasing interest and receptiveness towards ethnic foods. To capitalize on these findings, McDonald’s sought a new sales approach by marketing to the country’s diverse cultures and ethnicities. To this end, McDonald’s decided to initiate a new “Taste of the World” campaign, using the state of Oregon as its first experimental ground.

**Purpose and Scope of Work**

The purpose of this study is to recommend three menu items from McDonald’s international menus that could be added to McDonald’s franchises in Oregon, USA. To accomplish this task, the study will analyze Oregon’s climate & geography, demographics, natural resources, primary food industries, and opinions from the local population.

**Sources and Methods of Data Collection**

Data collection will start with secondary research, including a review of recently published articles and various statistics or facts about the state of Oregon. Primary research will be in the form of a survey that focuses on the eating preferences of Oregonians.

**Preliminary Outline**

1. An brief overview of McDonald’s
   1. What are McDonald’s core values or traditions?
   2. How do we maintain our success?
   3. How successful are McDonald’s international menus?
2. Purpose of the “Taste of the World” Campaign
   1. Our current focus in the United States
   2. Cultural and ethnic diversity in the United States
   3. Why was Oregon chosen as the first experimental ground?
3. A Study of Oregon’s Food Industries and the Eating Preferences of Oregonians
   1. What is the climate like in Oregon?
   2. What is the demography of Oregon?
   3. What are Oregon’s primary natural resources or food industries?
   4. What are the eating habits of Oregonians?
4. The Three Menu Items to Feature in the Campaign
   1. Where is this menu item from? (Is there an overall list this item is selected from?)
   2. Why is this menu item a good fit? What are the benefits? Potential risks?
   3. What is the availability of materials used to make this menu item? List ingredients.
   4. Possible use of local ingredients to specialize the menu item for Oregonians

**Task Assignments and Schedule**

Each phase of this study will be completed by the following dates:

|  |  |
| --- | --- |
| Secondary Research | November 15, 2013 |
| Primary research | November 16, 2013 |
| Analysis and synthesis of research | November 17, 2013 |
| Final report | November 20, 2013 |