**Statement of the Opportunity**

McDonald’s Corporation owns the world’s largest chain of fast-food restaurants, with more than 34,000 restaurants located worldwide. One of the reasons for McDonald’s success is due to its adaptability in various countries, providing innovative menu items that fit the taste buds of the local community. However, in the United States, McDonald’s focus has been on improving its food quality rather than the innovation of new menu items. McDonald’s seeks a new direction to boost its sales in the United States of America by marketing to the country’s diverse cultures and ethnicities. To this end, McDonald’s will 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 menu that could be added to McDonald’s franchises in Oregon, USA. To accomplish this task, the study will analyze Oregon’s climate, demographics, natural resources, famous food industries, and opinions from the local community.

**Sources and Methods of Data Collection**

Data collection will start with secondary research, including a comprehensive 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 habits of local Oregonians.

**Preliminary Outline**

The preliminary outline for this study is as follows:

1. An 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. Why the “Taste of the World Campaign” is a good idea
   1. Our current focus in the United States
   2. Cultural and ethnic diversity in the United States
   3. Why choose Oregon as the first experimental ground?
3. An study of Oregon
   1. What is the climate like in Oregon?
   2. What are the demographics in Oregon?
      1. Values, personality, and traditions
      2. Cultures and ethnicities
      3. Average income of Oregonians
   3. What are Oregon’s famous natural resource or food industries?
      1. Berries
      2. Nuts and wheat
      3. Seafood
      4. Dairy products
   4. What are the eating habits of Oregonians?
4. The three menu items to recommend
   1. Where is this menu item from?
   2. How is this menu item a good fit?
   3. What is the availability of materials used to make this menu item?
   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 14, 2013 |
| Primary research - eating habits survey | November 15, 2013 |
| Analysis and synthesis of research | November 15, 2013 |
| Final report | November 20, 2013 |
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