



INTRODUCTION TO GASTRONOMY

Dumitru Cojocariu

Student Number:
1920263

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INTRODUCTION

Burger King is known for its iconic flame-grilled patties and signature Whopper sandwich. Their meals are known for convenience, consistent quality, and nostalgic appeal. They offer affordable and accessible food, making it a popular choice for quick, satisfying meals. Despite its widespread presence, each visit promises a familiar yet gratifying experience. Burger King's straightforward approach to comfort food holds a special place in many hearts.

I have chosen to talk about this restaurant because, as I do not frequent such fast-food establishments, preferring home-made meals using fresh ingredients, I wanted to get insight into what makes Burger King attractive to many so many customers. Is it their delicious burgers? Is it the service they offer? Is it convenience or low-priced food? Maybe it is the successfully implemented marketing strategies? I wanted to have an answer to all the above.



MARKETING STRATEGY

Product

Mainly focuses on burgers, fries, and beverages.

Regularly updated with new additions, limited-time offers, and promotions.

Includes variations of classic burgers, chicken sandwiches, salads, and breakfast items.

Collaborates with popular brands for special menu items.

Wolfson, Leung and Gearhardt (2020) warn about the lack of nutritional value of top burger fast food restaurants such as Burger King, especially regarding the children's menu.

Place

Strategically located in high-traffic areas for accessibility and convenience.

Uses drive-thru facilities for convenience.

Located near public transportation hubs or major roadways.

Offers ample parking for convenient dining and drive-thru service.



MARKETING STRATEGY



Price

Positioned as a budget-friendly fast-food option.

Offers quality food at affordable prices.

Menu includes value meals and combo deals.

Attracts a wide demographic including families, students, and individuals.

Prices range from a few dollars for sandwiches and sides to around ten dollars for combo meals.

Competitively priced beverages include soft drinks and specialty coffee.



As seen in the image above, the food advertisement for Burger King products are aimed at contemporary youth interests, such as video games. It is used pervasively and is often delivered through social media and interactive tools for its users (Bragg, 2019).

Promotion

Utilizes traditional channels like television commercials, print ads, and outdoor billboards.

Maintains a strong online presence through official website and social media.

Uses digital marketing techniques like email newsletters and mobile app notifications.

Promotions include limited-time menu items, combo meal discounts, and loyalty program deals.

Aims to attract new and existing customers.

Shcherbakova (2020) states that major food players need to apply a product-oriented marketing strategy combined with a service-oriented one, through multiple channels of promotion if they want their brand to be a strong one and stand out from their competitors.

CREATING CUSTOMER VALUE AND ENGAGEMENT

Value Creation

Menu Innovation

Quality Ingredients

Value Pricing

Convenience

Institute of Hospitality (2023) talks about how the restaurant industry is being transformed by technology and implicitly, more and more by artificial intelligence. They argue that AI could be used to reduce food waste and to target customers that may not have used or tried certain brands.



CREATING CUSTOMER VALUE AND ENGAGEMENT

Dining Experience

Upon entering, the aroma of freshly grilled burgers greeted the visitor.

The restaurant's interior was modern and well-maintained, with comfortable seating areas.

The staff was attentive and helpful during the ordering process.

The signature Whopper meal was tried, bursting with flavor and complemented by crispy fries and a refreshing soft drink.

The dining experience was enjoyable, with quality food, friendly service, and convenient amenities.

Burger King consistently delivers value through quality food and exceptional service, making it a recommended choice for affordable meals.



OPINION

Positive Aspects

The Whopper meal was flavorful with a smoky flavor and fresh toppings.

The fries were crispy and perfectly seasoned.

The drink was cold and refreshing.

The restaurant's drive-thru service was convenient and easy to use.

The clean and modern interior provided a comfortable dining atmosphere.

Negative Aspects

The service was slow, resulting in longer wait times.

The prices were slightly inflated compared to similar fast-food chains.

The cleanliness was not prominently displayed, leaving the customer uneasy.

The lack of nutritional value of such fast-food meals deters me from having regular meals here.

Influence on Others

The review aims to empower readers to make informed decisions about whether Burger King aligns with their dining preferences and priorities.

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