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Introduction to Gastronomy

BMGM4001

Lecturer's name – Ffion Cumberpatch

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Abstract

This essay explores the services and methods of Burger King and ways in which the franchise can improve to provide customers with better services. It also accessed the operations, methods, and services of the restaurant. As a result, at the end of the document there are some recommendations on ways in which Burger King can improve its operational services to meet its customers' needs and satisfaction.

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Introduction

This essay aims to explore the services and operation of the Burger King restaurants.

The Burger King franchise company was founded in 1953 in Jacksonville, Florida, by Keith J. Kramer in collaboration with his wife's uncle, known as Mathew Burns (Lewis, 2017). As of then, the first piece of equipment that was used was known as the Insta-Broiler; this was one of the most effective ways of cooking burgers. In 1954, McLamore and Edgerton obtained a license to operate Insta-Burger King as a franchise (Carter, 2018). Ever since then, the company has expanded globally. Burger King has over 17,000 restaurant outlets and is estimated to have a market value of over \$17.13 billion (Statista, 2023). The headquarters of the restaurant are in Miami, Florida. As is widely known, Burger King is one of the major restaurant franchise outlets across the globe. The franchise restaurant has a great reputation for providing proper services in the food and drink industry. Over the years, Burger King has received numerous awards. One of which was in 2023, when the franchise won the best real-time marketing communication of the year in the food and beverage industry (Burger King 2023). In the same year, Burger King received the Golden Effie Award at the Effie Awards Event. The franchise restaurant was selected for the second time in 2023 as the best technology brand of the year because of its "Quick Service Restaurant Hamburger Category" in the Tech Brand in Turkey (Burger King 2023). These are just a few of the awards that franchise restaurants have achieved over the years. Burger King offers restaurant services at a local, national, and global level (Patel, 2017).

The Franchise Method and Service Style

As it is generally known, Burger King is one of the largest fast-food chains in the world. It has a reputation for and popularity for a unique method, service style, and approach. The franchise restaurant is known for its flame-grilled burgers, with a slogan of 'Have it Your Way' (Burger King, 2022). The services that they offer are quite unique when compared to other fast-food restaurants in the industry. Below are some of the methods and services provided by Burger King:

Customization

Burger King has a unique service approach for customer satisfaction. The customers have the choice of personalizing their burgers to their own preferences (Burger King, 2021). This includes the choice of adding their own cheese, bun, and other toppings of their choice. They can also add other items, such as bacon, to their burgers. This option gives customers satisfaction and value for money.

Value menu

The franchise restaurant has implemented a value menu that is widely known as the "King Deals" (Johnson, 2020). This provides customers with the option of different meal deals at an affordable price. This includes sides, desserts, and different burger varieties, among others, allowing customers to have a diversity of meal options (Burger King, 2020).

Mobile Order and Delivery

In recent years, with the increasing demand for faster food delivery by customers, Burger King has integrated the option for customers to order their meals on their phone apps, making food delivery much easier, faster, and more accessible (Maze, 2018). This makes food ordering more convenient for customers wherever and whenever they make a choice (Burger King Web, 2021), saving them the time of going down to the fast-food outlet.

Drive-Thru

Burger King has also introduced the drive-through system and services approach, whereby customers can make their orders without leaving their vehicles, hoping this approach will help boost profit numbers (Maze, 2021). They also installed outdoor digital menu boards across the USA which offer their customers contactless payment, loyalty schemes and predictive selling technology (Littman, 2021). In fact, statistics show Burger King is mainly focused on providing convenient services for customer satisfaction at an affordable price, along with the nutritional value of the items on the menu (Kapoor, 2023).

Payment Systems

It offers an easy payment system both online and in store. Customers are not required to carry cash along. The use of contactless payment methods at the outlet and the drive-through make it convenient for customers to make their payment at any time.

Environmental Considerations

Burger King, as a business, is engaged in numerous environmental activities. All of its outlets are involved in providing policies that are in line with governmental rules and regulations. This is aimed at reducing carbon emissions; they also encourage and use more environmentally friendly materials (Hallbrook, 2021). The franchise is also engaged in a countless number of programs that are all aimed at educating their customers on issues such as water and energy conservation, recycling, and waste management, among others. In some of the outlets, this is written boldly where it can be seen by the customers and also incorporated into their menu and leaflet.

Burger King's Culture, Geography, Religious, and Dietary Requirements and How it Meets its Customers' Needs

Burger King's culture as an international fast food franchise chain is influenced by numerous factors, which include geography, culture, and dietary requirements, to meet customers' needs and satisfaction. In different regions, Burger King has adopted numerous cultural requirements in order to meet customers' needs. For instance, in India, where most of the population is Hindu, Burger King provides options for vegetarians (The Farm, Buzz, 2022). Geographical factors play a fundamental role in the establishment of any business; as a result, Burger King takes all of this into consideration. In some coastal regions across the United States, they have provided options for sea foods. In addition to this, in areas such as Tex-Mex, they have the option for customers to have the Texican Whopper (The Farm, Buzz, 2022). It is obvious that Burger King provides a variety of services and methods to meet its customers' needs in a cultural, geographical, and religious context.

Burger King's Design and Décor Menu

The design of any restaurant plays a critical role in the function and system of how the restaurant operates (Lee, 2014). Burger King's theme and décor have been crafted in a way to create a distinctive approach for a more enjoyable experience. As soon as you get into any of the Burger King's outlets, you will be greeted by one of the staff, and the environment feels very friendly. This creates an inviting and warm atmosphere. Once inside the restaurant, customers can see and experience bold graphics, bright colors, and nice music playing. This creates a sense of excitement, especially for children. The furniture and fixtures are well designed in a modern way, creating a form of comfort (Burger, 2021). The staff are very welcoming with their neat uniforms. The décor and theme of the restaurant also demonstrate brand commitment due to the quality and freshness of the meals they offer. The use of natural materials in food preparation makes it more exciting, such as wood and stones. The customers have the option to experience how their meals are prepared; this transparency provides a sense of trust. Burger King's décor is well incorporated into their menu. This appealing experience enables customers to have a strong connection with the restaurant, staff, menu offerings, and brand image.

Observation and General Reviews of Customer Satisfaction

There is quite a lot of positive and negative feedback online about the services that Burger King offers to its customers all over the world (Linked In, no date). Many of the customers are impressed by the services, for instance, in Asian countries, the cost of their products and the overall value of their services and goods, running specials and combining meals proved to satisfy the customers, leaving them feeling valued and special, while others are not (Teoh, et al., 2023). The reviews cover a wide range of customer satisfaction. Many of the customers on Tripadvisor express their ultimate satisfaction with the prices and the affordability of the meals they offer. Some others are impressed by the wide variety of meals offered on their menu, which allows them to make their own preferences (Thompson, 2020).

Its campaigns have proven to be a stark success such as the 'Whooper Detour' in the USA when smartphone users near McDonalds were given 1 cent burgers. As a result, the Burger Kings app was downloaded 1.5 million times (Williams, 2019).

However, some of the customers have commented on the lack of cleanliness in some of their outlets. Others have also commented that, at one time or another, they have been served incorrect or missed items. Burger King's presence on Tripadvisor shows that they always take their customers' satisfaction into account; however, they have also been some skeptics. In general, the franchise reviews on Tripadvisor show a mixed opinion on their customers' satisfaction.

Recommendations for Operational Improvement

Burger King should take all negative reviews made by customers seriously. As a result, they should improve in areas where the customers have commented negatively, because this has an impact on the brand and image of the franchise. The franchise should take into consideration quality control (Solomon, 2024). This is to ensure the quality and freshness of the meals they offer are improved. Burger King is known to offer diverse meals on their menu. However, they should incorporate vegetarian and vegan meals globally, as currently, this is only offered in certain regions and countries. They should also improve in the area of cleanliness standards. This should be followed by regular inspections by the management. Staff training is required in the area of proper hygiene practices in order to create a welcoming environment for customers (Mitchell, 2018). Burger King should also ensure that when orders are placed, customers receive what they have ordered, rather than providing them with the wrong or missing items.

There is also the negative popularity surrounding the sustainability issue. Harvard research talks about how the franchise is barely trying to become more sustainable, discussing the deforestation controversy due to the company purchasing palm oil, paper products, beef, soy and other items which are unsustainably produced and are seen as primary drivers of tropical deforestation (Homan, 2016).

Conclusion

Burger King is a franchise restaurant that is located across the globe. This essay aims to address the services and operational systems of the franchise. The franchise is well known for its customer satisfaction, providing a wide range of services at local, regional, and international standards.

Burger King has both positive and negative reviews, and as a result, some recommendations were made to improve the operation of the franchise.

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