



vs



McDonald's vs. Wendy's

# Who Was Targeted?

- Students at OHS
- Adults
- Fast Food Eaters
- Age Range: 16 - 60



# What's The Problem?



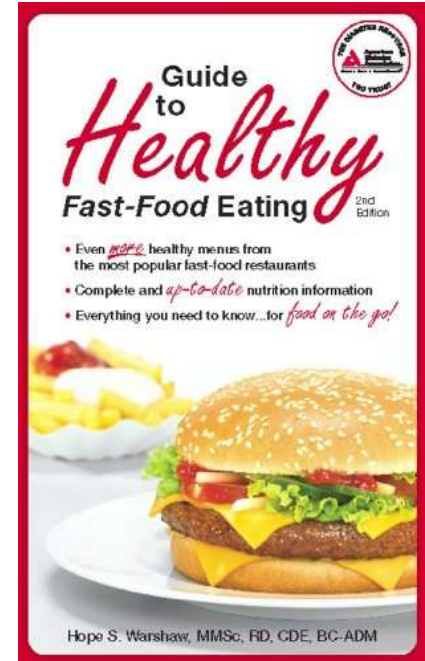
When it comes to fast food, which restaurant do consumers prefer and why?



**Wendy's**

# Secondary Data

- Most believe Wendy's is much healthier than McDonald's, more attractive to people on a diet
- McDonald's has a more extensive menu for all meal types
- 2018: MD made \$21.03 billion in revenue, W made \$1.59 billion in revenue
- 2018: MD has 36,000 restaurants, W has 6,711
- 2018: MD has 1.7 million employees, W has 12,500 employees



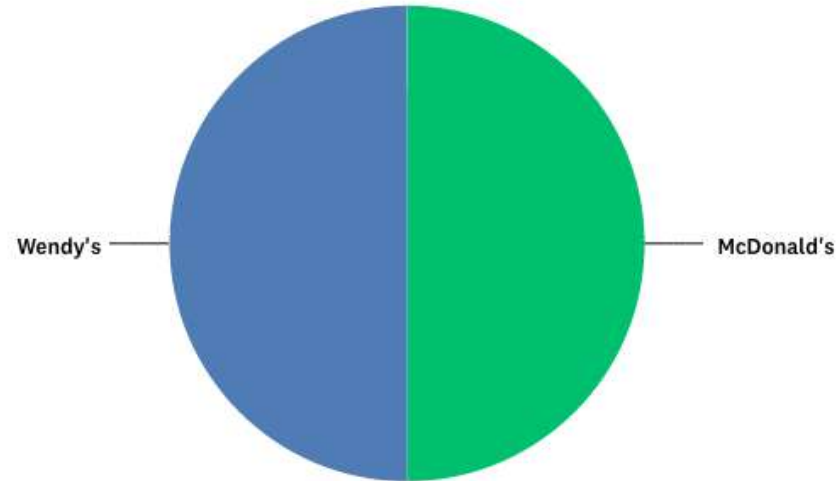
# Sample Survey Questions

- How old are you?
- In the last 6 months, how many times have you visited each restaurant?
- Do you feel more loyal to one restaurant?
- Which do you prefer for taste, health, menu options, price, and convenience?
- Which do you prefer for breakfast, lunch, and dinner?



# Preferred Fast Food Restaurant

Answered: 20 Skipped: 0

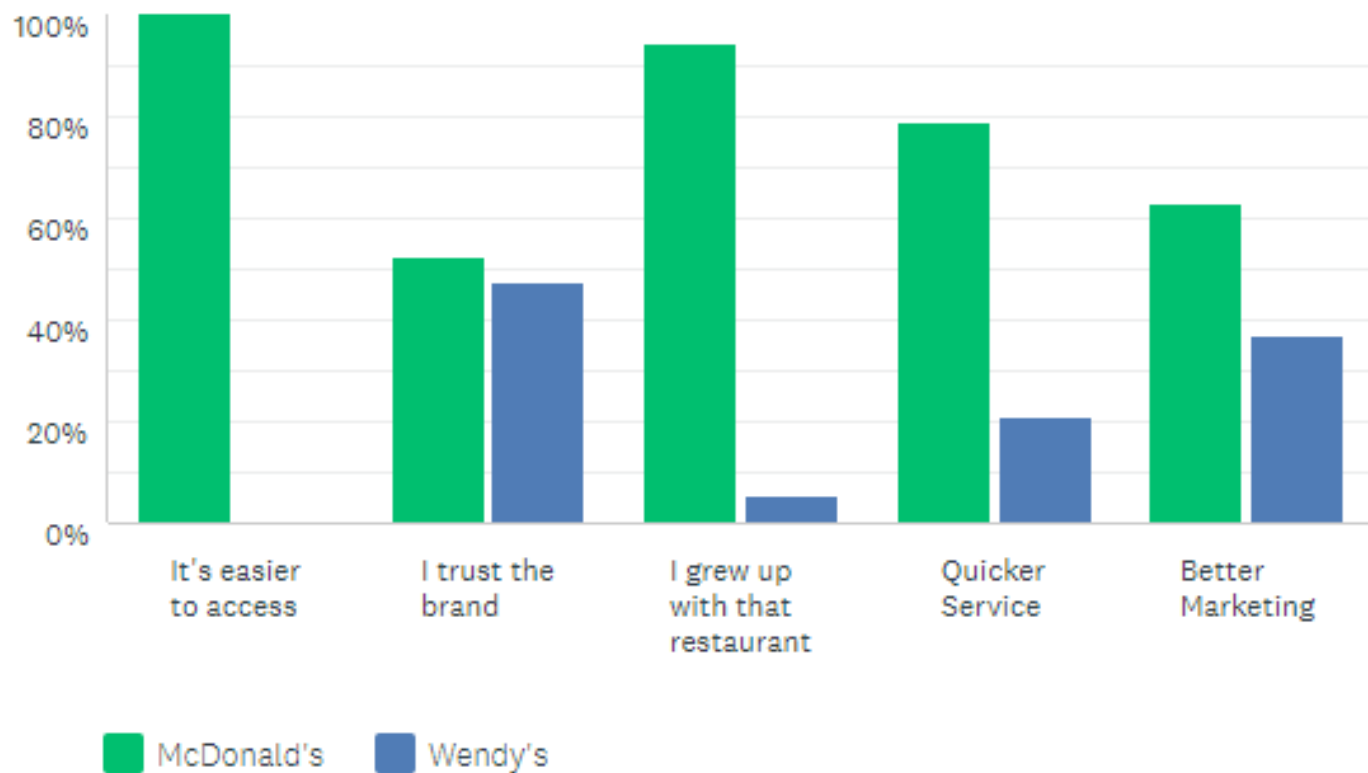


ANSWER CHOICES	RESPONSES
▼ McDonald's	50.00% 10
▼ Wendy's	50.00% 10

# Reason For Choosing That Restaurant

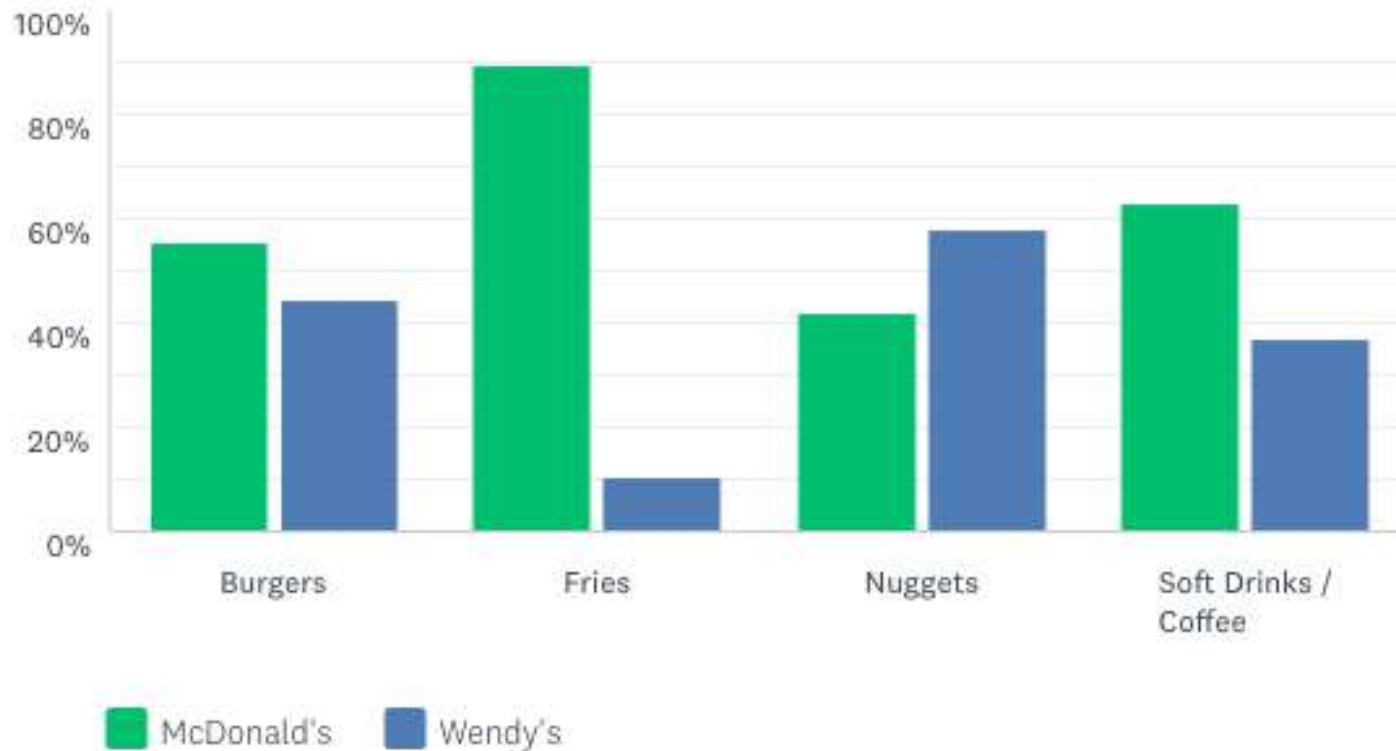


# Reason For Choosing That Restaurant

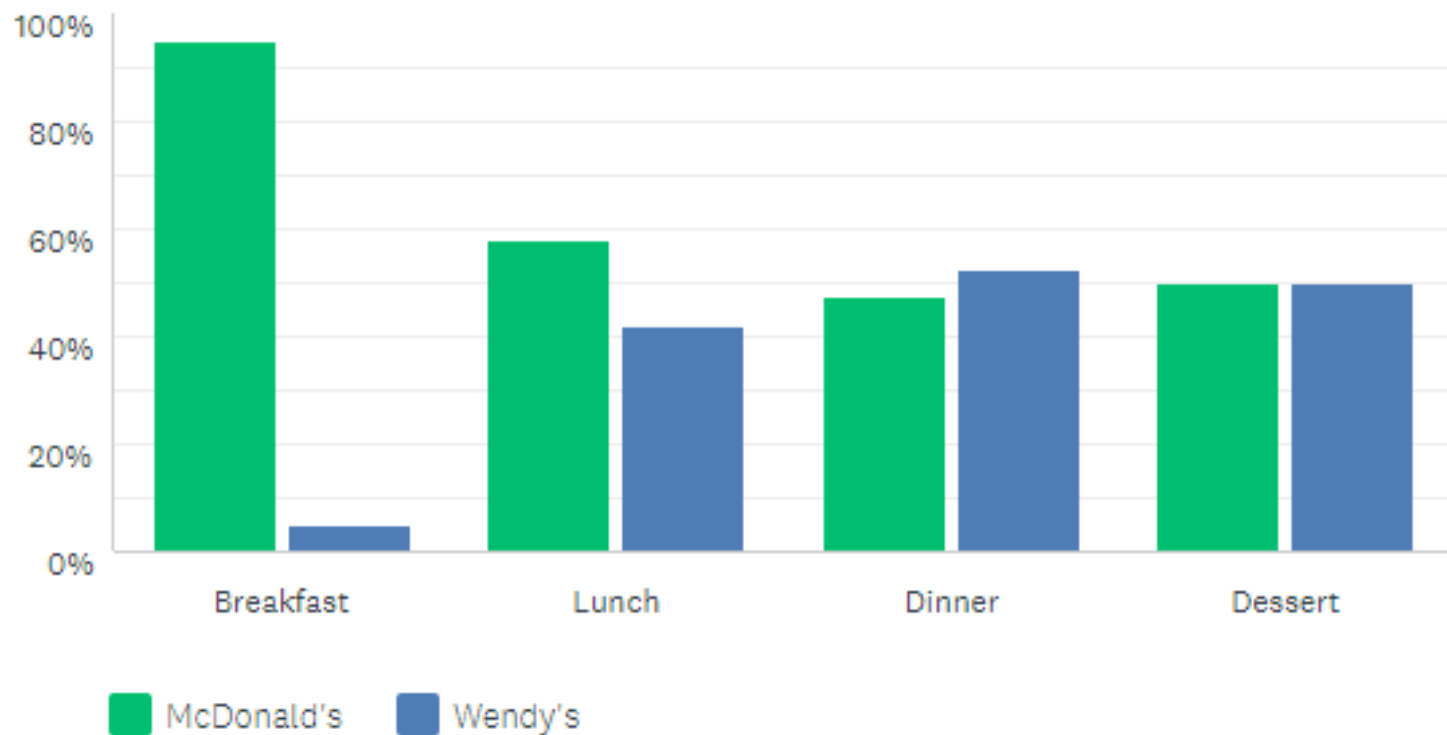




# Reason For Choosing That Restaurant



# Reason For Choosing That Restaurant



# Conclusion

- There was no majority choice for either restaurant
- Consumers prefer McDonald's because of the options, price, and convenience
- Consumers prefer Wendy's because they believe it's healthier
- McDonald's beats Wendy's when it comes to burgers and fries, but not nuggets
- All consumers said McDonald's is the easiest to access



SPICY MEALS		MAHARAJA MAC™		ADD TO YOUR MEAL		DESSERTS	
<b>BigSpicy™ Wrap</b> Chicken REGULAR '182 MID MEAL '289 SAVE 10		<b>McSpicy™ Chicken</b> BURGER : '147 MID MEAL '254 SAVE 10		<b>Maharaja Mac™ Chicken</b> BURGER : '201 MID MEAL '308 SAVE 10		<b>PIZZA DIPS FOR JUST ₹ 21</b> McFlurry™ Indulge with Rich Cream REGULAR '85 MID MEAL '99 SAVE 10	
<b>Puneer</b> REGULAR '177 MID MEAL '284 SAVE 10		<b>Puneer</b> BURGER : '143 MID MEAL '250 SAVE 10		<b>Veg</b> BURGER : '185 MID MEAL '292 SAVE 10		<b>McFLURRY™ DIPPED</b> REGULAR '70 MID MEAL '97 SAVE 10	
<b>McFLURRY™ CHOCO CRUNCH</b> SOFT SERVE HOT TIPS & McFLURRY		<b>CHICKEN McNUGGETS™</b> 4 PCS '123 8 PCS '185					
CLASSIC MEALS		EXTRA VALUE MEALS		BEVERAGES		BREAKFAST	
<b>McChicken™</b> BURGER : MID MEAL '99 '206 SAVE 10		<b>McAloo Tikki™</b> BURGER : MID MEAL '41 '148 SAVE 10		<b>Coca-Cola</b> <b>Sprite</b>		<b>EGG AND CHEESE McMUFFIN™</b> '68	
<b>McVeggie™</b> BURGER : MID MEAL '90 '197 SAVE 10		<b>Chicken Kabob Burger</b> BURGER : MID MEAL '74 '181 SAVE 10		<b>SOFT DRINKS</b> SMALL (REGULAR/LARGE) '68 : '74 : '83 ICE TEA : '44 : '70 COLD COFFEE : '85		<b>YOGI McMUFFIN™</b> '81	
						<b>DOSA MASALA BRIOCHE (SINGLE PARTY)</b> '48	

# Recommendations

- Wendy's should work on constructing more restaurants to increase accessibility and work harder with their marketing campaigns
- McDonald's should make efforts to add healthier menu options with fresh ingredients

