

Shark Tank: Developing a Fast Food Concept

Investing in the Middle East

BELL WORK - WRITE A SHORT RESPONSE TO THE FOLLOWING:

If you walk into a McDonald's in another country, would you expect it to be exactly like in the U.S.? What might be different and WHY?

Possible differences

- Buildings
- Employees: ethnicities, languages they speak, uniforms they wear
- Menu items

What will the building look like? Why do you think the McDonald's in Kosovo (bottom left) and the one in Russia (right) look different?



http://www.submergingmarkets.com/submerging_markets/2004/06/_from_where_i.html

http://bturn.com/wp-content/uploads/2012/05/McDonalds-Kosovo_2.jpg

Reasons for differences:

- Style of buildings in that country
- Affordability (reconfiguring older buildings instead of building new ones) – especially in poor (or recently war-torn) countries like Kosovo
- Desire to look “modern” but still maintain their cultural uniqueness

Menu Items



McDonald's menu in Sarajevo, Bosnia-Herzegovina.

A breakfast menu at McDonald's in Mexico includes McMolletes (refried beans, cheese, and pico de gallo on an English muffin).



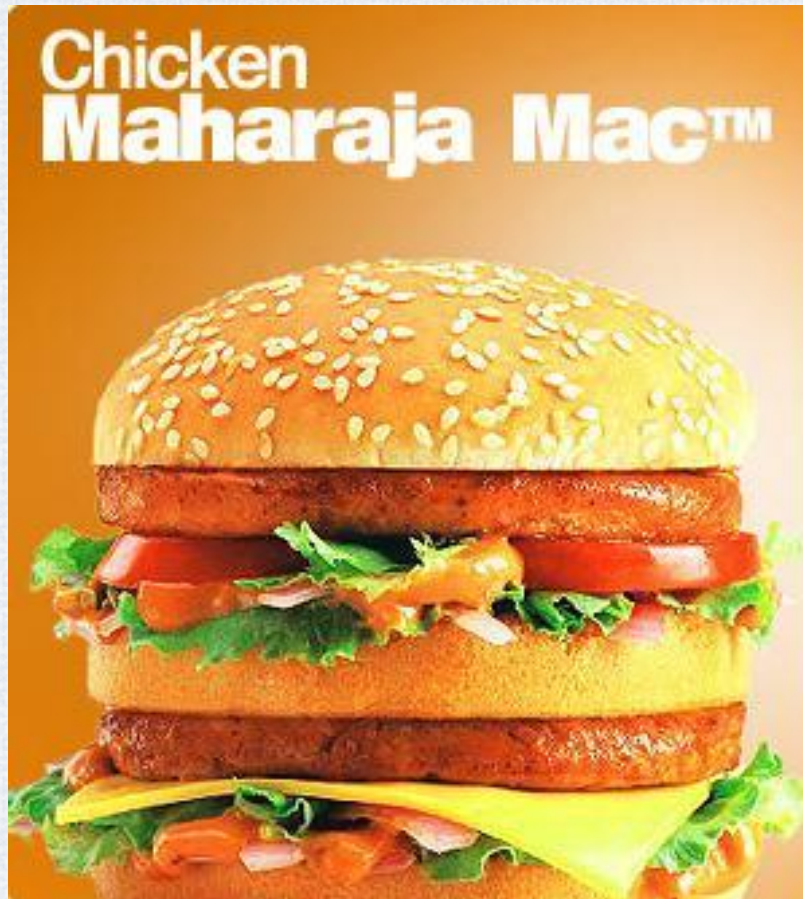
McDonald's in France has this item:



McDonald's in Israel serves *kosher* meat; in Muslim countries *halal* meat.



There's no beef in McDonald's in India: Chicken and Veggie Burgers (below)



A “burger” in Arab lands is a
“McArabia,” served on Arab flat bread
with Arab cheese



Dessert in a Chinese McDonald's



<http://www.delish.com/food-fun/china-mcdonalds-international-menu-options#slide-6>

What are some possible reasons for the different menu items?

- Religious reasons (no beef in India; specially prepared meat – and no pork – in Jewish or Muslim restaurants)
- Availability (and low cost) of certain foods (lobster burgers in Canada, not in Jordan)
- Cultural preferences

Who works at McDonald's

and what do they wear??

To think about: What factors determine who works in fast food in a country and what the uniform is like?

- Origins (Are the workers mostly foreign guest workers or locals?)
- Gender (Do women work there more than men or vice versa? Why?)
- Age (Do more young people work there than older people? Why or why not?)
- What are the cultural ideas of style and modesty?

McDonald's uniforms in Britain: two styles



Brightly colored uniforms in India



McDonald's Uniforms in Taiwan



<http://en.rocketnews24.com/2013/12/27/mcdonalds-has-maids-in-taiwan-weve-got-videos-here/>



<http://en.rocketnews24.com/2013/12/30/mcdonalds-taiwan-serves-up-fast-food-with-cat-ears-schoolgirl-uniforms-and-a-salute/>

McDonald's in South Africa



Are there other cultural factors
to consider?

??????

In a traditional Gulf Arab country, men and women order in separate lines (with a barrier between them).



How does stability in a country affect U.S. companies' business decisions about investing there?



<http://www.aei-ideas.org/2011/03/repeating-the-mistakes-of-the-balkans-in-libya/bosnian-war-destruction/>

How can attitudes toward the U.S. in a particular country affect business investments by U.S. firms?



How does a country's economy affect U.S. companies' decisions to invest there?



<http://www.google.com/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&docid=owY8MLbQjBCK9M&tbnid=SMA48lin1CP9tM:&ved=0CAQQjB0&url=http%3A%2F%2Fericyoungonline.wordpress.com%2F&ei=3V0CVIjmE4uMyATwi4LgBA&psig=AFQjCNGdB-E3nPYP2h-FiWzxsSLEio1mfw&ust=1409527633338058>

Note: Investors *do* put fast food places in poor neighborhoods or consider investing in war-torn countries after a conflict, but they plan carefully (and take these factors into account)!

Discussion:

If you wanted to develop a fast food restaurant in another country, what factors would you have to consider?