

A New Environment; Time for a New Strategy?

In this exercise, you are required to help a traditional hamburger store adapt to the new market environment of more health-conscious consumers. To help guide you, some market research data has been presented. The issue here is to determine whether there is still a viable traditional market or whether the shop needs to adapt to the new environment situation - you decide!

A take-away hamburger store has approached you for advice. They are concerned about their long-term viability in the new environment. In particular, they are concerned with a survey that was recently published in a major newspaper. The article also compared the results of a similar survey from five years ago. A summary of the results is shown below:

Question	Response 5 years ago	Response Today
"I am health-conscious"	45%	57%
"I try to watch what I eat"	75%	85%
"I try to avoid fried foods"	68%	73%
"I eat out often"	52%	65%
"I enjoy going out to dinner:	78%	79%
"I'm on a diet"	10%	12%
"I like to exercise"	24%	26%
"I try to exercise regularly"	34%	50%
"Fish is a good alternative to meat"	47%	55%

Student Discussion Questions

1. Which of the trends (survey responses) do you consider to be the most significant for the hamburger store?
2. Given these issues, how would you advise this shop to adapt to this changing environment?
3. Do you see a long-term future for this type of firm, or do you predict that they will need to significantly change their food offering? That is, at this stage, do they need to change at all? Why/why not?