



Elaboration case study: Burger King

By Alesia Denker

GRIN Verlag Jan 2012, 2012. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2011 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 2,0, Westfälische Hochschule Gelsenkirchen, Bocholt, Recklingshausen, course: International Marketing, language: English, abstract: Burger King Corporation (BKC) is a Florida corporation based in Miami. BKCooperates and grants franchises to operate quick-service hamburger restaurants using certain trademarks, service marks and trade names and procedures for inventory control and management. Franchise Offer: There are 3 types of franchises offered: Institutional Locations: 'Institutional locations' include government buildings and facilities, medical facilities, airports, train and bus stations, sports facilities, factories, corporate campuses, turnpikes, limited access toll roads, theme parks, zoos and educational facilities. Traditional Burger King Restaurant Facility: A self-contained, full size Burger King Restaurant which is located and operated on a site as a freestanding building or within another building structure such as a shopping mall. A Traditional Burger King Restaurant does not share any common areas with other businesses and serves the standard approved menu for Burger King Restaurants. Non-Traditional Burger King Facility: A Burger King Restaurant may be located at a site which includes other businesses, such as retail, food service, gas stations,...



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