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# International Marketing Planning - An Analysis of Burger King

*Md. Rajibul Hasan*

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**International Marketing Planning - An Analysis of Burger King** Md. Rajibul Hasan
Seminar paper from the year 2011 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, printed single-sided, grade: Distinction, University of Lincoln, course: International Marketing, language: English, comment: This Term Paper achieved "Distinction" in International marketing Module of Masters of Business Administration. , abstract: According to Doole and Lowe (2008), International marketing involves the firm in setting up manufacturing or processing facilities around the world and coordinating marketing strategies across the globe. This essay will explain how Burger King's strategy will respond to the needs of Bangladeshi customers and moreover discuss if there are any opportunities available for Burger King to establish itself in Bangladesh, given the attractive environment of Bangladesh. Burger King, which is known as BK is the second largest fast food hamburger chain in the world. It is operating in more 12,200 places and serving over 11 million customers daily in 76 countries and territories worldwide. In addition, almost 90 percent of the Burger King restaurants are possessed and operated by independent franchisees. (Burger King Website, 2011) The revenue of Burger King for 2010 is $ 2502.20 million during 2010. It has decreased of 1.40% from the 2009 (Yahoo Finance, 2011). The revenue of it was $2537.4 million during 2009. It was increased of 3.2% over 2008. The operating profit of this company was 339.4 million in the 2009 which decreased of 4.1% from 2008. (Datamonitor, 2010). Burger King is acquired by the investment firm 3G capitals more than 90% of the company during 2010. (Yahoo Finance, 2011) According to John Chidsey, chairman and chief executive officer, Burger King carried strong revenues even with escalating economic and consumer uncertainties by profitably executing on various growth strategies, marketing leadership, including net restaurant gr

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