

Restaurant Research's Benchmark Analysis Report

McDonald's

November 2011

Executive Summary

McDonald's continues to do everything right as it steadily outperforms the industry, thus further bolstering its already formidable competitive insulation. Success starts with terrific and innovative menu development (spanning food and drinks) that is able to drive sales across all dayparts. Further, years of unit level profitability is funding facility upgrades which further distinguish this world class brand from competitors struggling with outdated stores. Finally, marketing, promotions and value provide strong appeal to a very broad target market and acts to drive repeat business from increasingly satisfied customers. In conclusion, McDonald's strong and strengthening market position allows this well-run machine the luxury of cherry-picking market share in targeted nickels and dimes from weaker competitors - this is a key growth strategy in an otherwise stagnant fast food market.

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RR Clients

Includes major lenders, investors, major US restaurant chains, operators and industry consultants. Please check www.ChainRestaurantData.com for a partial client list and customer testimonials.

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Restaurant Research LLC leverages an extensive network of industry players as part of its annual Concept Benchmark Analysis due diligence process for 22 large US restaurant chains. Also, RR tracks store level data for all major chains with system-wide sales in excess of \$1B across all major restaurant segments in order to produce 11 key Industry Data Topic reports. For more information please contact us at info@ChainRestaurantData.com or 203-405-1901.