

Name _____

What are the Most Popular Fast Food Chains in the World?

Open-Ended Response Questions

1. Reflect on the global popularity of fast food chains. What factors contribute to their success in various countries, and how do they adapt to different cultures and preferences?
2. Compare and contrast the menu offerings and approaches to customization of Subway and McDonald's. How do these differences reflect their strategies for appealing to customers?
3. Discuss the challenges and benefits of fast food chains adapting their menus to cater to local tastes. Provide examples of successful adaptations and potential pitfalls they might encounter.
4. Imagine you are opening a fast food chain in a new country with unique culinary preferences. Describe your approach to customizing the menu to appeal to the local population while maintaining the brand's identity.

