

## FEEDBACK ON YOUR PRESENTATION

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QUICK PRESENTATION FEEDBACK			
<b>GROUP:</b>	<b>PHILIPP, JILLIAN &amp; JOYCE</b>		
<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>
Are ideas presented connected with the aim of the presentation?	Are the ideas presented clear supported with evidence and logical argument?	Is it easy to follow & to understand? (Are the slides clear and easy to follow e.g. use of new pictures, words, graphs)	Overall impression (is it a group presentation etc.?)
40%	30%	20%	10%

<p>Comments</p> <p>Frequency of creating new product high – yes – but success is actually less.</p> <p>McDonalds – yes interaction more (and friendly)</p> <p>Little to choose between on price – yes – largely on bundles.</p> <p>(Small table for an overview)</p> <p>Note – the McDonalds cleaning and how they relates to the bathroom cleanliness (think - more KFC / McDonalds than public bathrooms). This is draw for customers.</p> <p>McD – seems more family orientated – in terms of age groups.</p> <p>Taiwan go – hang-out with friends (I like your Moss Burger example – those desks are great for working on!) /</p> <p>(Note – safer to say ‘different’ rather than ‘better’ or ‘worse’. Behaviours often reflect cultural preferences).</p> <p>Note how Philipps talks about the <i>calculation</i> of calories. (Think analytic mind) ‘Little bit better meat’</p> <p>Germany – ‘I want to eat something quick’ – note ‘eating’ and ‘quick’ and ‘public bathroom’. Think how they differ from what we have talked about.</p> <p>Environment emphasis – good in KFC / McD- environment – let’s reframe as ‘value’. People are consuming but the value lies, for the Chinese, on the environment at least as much as the food.</p>			

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Grade: 82%
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