Questions for Burger King

1. When and how did you get in the business?
2. How do you decide where to locate a store?
3. As a franchise owner, how much control do you have over your menu, suppliers, etc.?
4. What drives the price differences in different locations?
5. At the corporate level, do you give feedback and suggestions based on your experiences in Baltimore?
6. Is fast food a growth industry right now? What trends do you see?
7. Is offering healthier food options good for your business?
8. What are the major differences among your stores?
9. Have you noticed any changes in consumer awareness since the rise of obesity and other diet-related disease?
10. How do you get involved with the community (e.g. school fundraisers, etc.)?
11. Do you yourself eat the food?
12. Have you had experiences of communities fighting and blocking BK from coming in?
13. Who is the client here at this branch? Percent of community vs. students, staff, visitors?