



PRUEBA DE ACCESO A CICLOS FORMATIVOS

HEZIKETA ZIKLOETARA SARTZEKO PROBA

JUNIO 2014 / 2014KO EKAINA

GOI MAILAKO ZIKLOAK / CICLOS DE GRADO SUPERIOR

ARLO ESPEZIFIKOA / PARTE ESPECÍFICA

**IDIOMA EXTRANJERO
ATZERRIKO HIZKUNTZA**

(INGLÉS)

Abizenak
Apellidos

Izena
Nombre

N.A.N.

D.N.I.

IKASLEAREN SINADURA

Firma del alumno/a

Burger King takes a bite at French market



Burger King, the hamburger chain, plans to capture 20 per cent of the French fast food market by vastly expanding its footprint in rival McDonald's second-largest European market.

On Tuesday Burger King announced a joint venture with Groupe Olivier Bertrand, which operates around 250 restaurants in France, and private equity firm Naxicap Partners.

Miami-based Burger King, which has three French stores, did not reveal financial terms or the number of new restaurants planned, but said the partnership would create 1,200 new jobs in its first year.

McDonald's operates nearly 1,300 restaurants in France, and the Illinois-based company controls around 46 per cent of the French fast food market, according to Euromonitor.

That will pose a challenge for Burger King, but McDonald's success in France "tells you that there's clearly an appetite" for fast food there, said Jack Russo, analyst at Edward Jones.

"I'm sure Burger King sees McDonald's presence in that market and says we can carve out our own presence there and maybe even take some of that share," he added.

The fast food sector has faced stagnant sales recently, particularly in the west, as low-income consumers struggle a tough economy. Burger King reported a 2.4 per cent year-on-year rise in third-quarter sales for Europe, Africa and the Middle East, while McDonald's reported a 0.2 per cent increase in European sales during the same period.

The company said that as of September nearly 99 per cent of its more than 13,000 restaurants were franchised, compared to 90 per cent in 2011. By comparison, around 80 per cent of McDonald's roughly 34,000 restaurants are franchised.

Along with cutting costs, a decentralised, franchisee model allows fast food operators to better adapt to local tastes, which vary greatly across international markets.

Adapted from www.ft.com (26.12.13)



1. ANSWER THE FOLLOWING QUESTIONS. (8 points)

1. How many restaurants will Burger King open in France?

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2. Why is it good to franchise restaurants?

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2. SAY WHETHER THESE STATEMENTS ARE TRUE (T) OR FALSE (F). JUSTIFY YOUR ANSWERS. (4 points)

1. The fast food sector has increased sales in recent times.

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2. Mc Donald's owns more franchised restaurants than Burger King

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3. FIND SYNONYMS OF THESE WORDS IN THE TEXT. (4 points)

1. Immensely:

2. Informed:

3. Lately:

4. Hard:

