

McDonalds and the fast food franchises

By William Corden

I was was wondering when the tipping point would come and it's finally arrived.

July 29 [\(Reuters\)](#) – [McDonald's](#) reported a surprise drop in sales worldwide on Monday, its first decline in 13 quarters, as deal-seeking consumers shy away from higher priced menu items, including Big Macs.

I was at A&W a few months back and sprung for lunch for myself, my sister and her husband... got torched for close to \$50 . So surprised was I at the change, that I asked the cashier to check the price and sure enough it was what it was. The prices have been going up steadily every year with the big shots who run the place thinking there was no limit as to what they could get away with.

When the bills started to come in for all that expensive computerised ordering and the cost of maintaining it, they got a shock and got sneaky.

Although not a single one of the fast food chains will fess up, they began to shrink the size of their offerings until even they themselves were ashamed to cut any further, so they had to resort to further price increases.



I haven't had one for a very long time but I would say that the current Egg McMuffin is about 2/3 the size it used to be and about 1.75% more expensive. If they'd owned up to it I might have cut them a bit of slack and still shopped there but I hate getting taken for a fool and

they ain't gettin' any more of my money and see a return to value.

And I actually like fast food□

They have to find a way to cut their costs and even an amateur consultant could tell them to start cutting the technology installed just so you can order a burger and fries. It's just ridiculously complex (although easy for the customer) and costs a fortune to maintain.

We all know what a computer technologist pulls down these days and it ain't what they're paying their front line staff.

Mom and Pop cafes seem to be the best alternative these days and that's what I'll look for in preference to the chains in future.