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<광고>



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일상회화 편 2 출간

총 6권 완간(完刊)

전체	영어만
	

Summary

It was back in 1988 when McDonald's opened its first store in Korea. In its 30-year history, the fast food giant seems to have **peaked in its revenue and the number of stores in the Korean market**. However, recently, many of its stores in Seoul, which **have served as landmarks in their neighborhoods**, were closed. Instead, McDonald's is focusing more on drive-through stores in suburban areas, targeting a broader customer base.

McDonald's change of strategy has to do with Korea's population structure. The number of citizens in their teens and twenties, who are its main customers, is on a steady decline. Also, **as labor cost takes up a big portion of its business expense**, increasing minimum wage **has negatively affected the bottom line**. Additionally, people have become increasingly health conscious and try to **steer clear of junk food**. Instead, many customers are shifting towards premium or hand-made burgers that are believed to provide healthier ingredients.

For many Koreans who spent their younger years throughout the 90s and 2000s, visiting McDonald's stores **was like immersing themselves in an Americanized, urban lifestyle**. **Whatever the golden arches symbolize to you**, what is clear is, business is business and all businesses have to **adapt to the changing market environment**.

해석

1. peaked in its revenue and the number of stores in the Korean market 한국 시장에서 매출과 점포 수가 피크를 기록했다
2. have served as landmarks in their neighborhoods 그 지역에서 랜드마크의 역할을 했다
3. as labor cost takes up a big portion of its business expense 인건비가 사업 비용의 큰 부분을 차지하기 때문에
4. has negatively affected the bottom line 이익에 부정적인 영향을 미치다
5. steer clear of junk food 정크 푸드를 멀리하다
6. was like immersing themselves in an Americanized, urban lifestyle 미국화된 도시 생활을 경험하는 것과

같았다

7. Whatever the golden arches symbolize to you (맥도날드의 로고인) 황금색 아치 모양이 당신에게 무엇을 상징하든 간에, 맥도날드가 당신에게 무슨 의미이든 간에
8. adapt to the changing market environment 변화하는 시장 환경에 적응하다

Keywords / Key Sentences

1. 맥도날드는 2010년대 초반까지 급속히 성장했다. 그러나 최근 수익성이 악화되면서 구조조정이 불가피하다. McDonald's grew rapidly until the early 2010s in the Korean market, but its profitability has worsened recently and now faces restructuring. / McDonald's popularity has declined recently resulting in a decrease in the number of restaurants. / McDonald's is shutting its doors of some of their branches in Korea due to a drop in profits.
2. 출생률 하락으로 패스트푸드를 선호하는 10·20대 인구가 감소하면서 패스트푸드 시장도 정체되고 있다. As the birth rate decreases in Korea, the number of the main customers of fast food is also dropping, which leads to market stagnation. / McDonald's key demographic is younger people. Due to the drop in the birthrate in Korea, they have lost many of their loyal patrons. / Target customers of McDonald's tend to be children, students and young working professionals. As the youth population decreases, so has the financial stability of McDonald's.
3. 건강한 음식에 대한 욕구가 높아지고 저칼로리·저지방 음식을 선호하게 되면서 기존의 패스트푸드 시장이 타격을 받고 있다. People have become more health conscious and prefer low-fat and low-calorie foods. This trend has struck a blow to existing fast food businesses. / Koreans are looking for healthier options when they eat out. Fast food chains are suffering from this shift in diet. / There has been a shift in peoples' eating habits in Korea. Koreans are more concerned about eating healthy.
4. 인건비 부담이 큰 사업 구조 때문에 패스트푸드 사업은 (최저) 임금 인상의 충격을 받는다. As fast food restaurants depend on human labor for their operations, higher minimum wage negatively impacts their business. / New government regulations that have increased the minimum wage have also increased overhead for fast food chains. / Due to the increase in labor costs in Korea, many restaurants cannot afford to maintain their current staff levels.
5. 교외의 드라이브스루 점포에 집중하고, 건강을 내세운 신메뉴를 선보이고 있다. McDonald's is focusing more on drive-through stores in suburban areas and launching new, healthier menus. / McDonald's is shifting its strategy by expanding to the suburbs, installing drive-throughs and offering healthier alternatives. / McDonald's is adapting to the market by expanding outside major cities and catering to people on the go and customers who are looking for healthier food.