Chipotle annual report
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The annual reports of Chipotle Mexican Grill Inc. has released its annual report that evaluates the performance of the company. The report highlights its business strategy that is focused on promoting brand loyalty and selling high quality food to the customers. There are some differences compared to other organizations such as Chipotle has mentioned Quality Assurance and Food Safety procedures. These standards highlight in the annual report were made part of cooking (Chipotle, 2018). The reason for adding these standards is the negative publicity experienced by the company in 2016 on the basis of investigations made by Food and Drug Administration and Center for Disease Control confirmed that the outbreak of E-coli 026 has caused food contaminations. Since then the company has integrated evaluation methods such as DNA testing of ingredients and food integrity that assure selling of safe and hygiene food to the customers.

Chipotle has presented the data clearly by highlighting profits, net profits, earning per share and other component of the cash flow statement. This gives clear idea about the financial health and future prospects of the company to the shareholders. The report highlights the goals that include; enhancing powerful economic models, executing digital access, building great culture and increasing customer base by offering good quality food. The challenges are also addressed that include; risks related to sales and growth such as perceptions of the restaurant based of food safety ingredients. It also highlights the restaurants that have not added much profits or helped in generating revenues. The emphasis is to remove these challenges for improving impression of Chipotle in America and also across the world. A proper formal is used by the company for creating its annual report that starts from table of contents and provides brief information about all aspects in detail. The current standing of Chipotle can be evaluated through report. Proper format is followed that does not detract from other organizations.

McDonald’s Corporation

The annual report of McDonalds reflects some differences where compared with Chipotle’s. It has highlighted complete financial information about the company that makes it similar to other organizations. However there are some different points such as Supply chain and quality assurance and narrative description of business. Supply chain and quality assurance is added for emphasizing on company’s initiative of selling safe food to the customers (McDonalds, 2018). Narrative description of business highlights brief history of the company’s progress and factors that helped it in gaining fast success.

The report has clearly mentioned the financial figures by including cash flow statement. The statement highlights net worth of the company, profits, returns, loss, liabilities, earnings per share and diluted earnings. All these factors gives complete information to the shareholders about the financial standing of the company. McDonalds have followed a traditional approach for creating its annual report.

McDonald’s has explained its goals that include; explaining business opportunities by selling healthy food, providing employment opportunities and investing in markets. The challenges are also revealed in the report that include competition from other fast food companies, food safety procedures, environmental concerns and customer loyalty. The most significant challenge is environmental concerns due to the rising level of global warming. The company has followed a traditional format for creating its report that starts from table of contents. The report cover all aspects such as financial, corporate, social and environmental. This depicts that McDonalds has not detracted from the approach followed commonly by other organizations.

References

Chipotle. (2018). *2018 ANNUAL REPORT AND PROXY STATEMENT.*

McDonalds. (2018). *McDonalds annual report.*