Company Selection: McDonald’s

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McDonald's is the largest food restaurant chain serving to their twenty million customers via thirty-five thousand restaurants all across the World (HEALEY, 2015). It started its journey from the United States in 1940 with the founders Dick and Mac. At that time, it was the first burger franchise among its existing opponents like Wendy's (1969), and Burger King (1955). The reasons behind McDonald’s success are its franchise model, international expansion, and effective strategic management plans. It offers a variety of food to its customers, including chicken pieces, hamburgers, ice-creams, shakes, chips, and other food products (Dhavale, 2012). It has worked hard to maintain the quality of food items as well as standard customer services, which has proven to be beneficial in leaving its competitors behind (McDonald's, 2010). Now, McDonald's management's goals are to make it the most desired place, where the customer can enjoy their lunch and dinner pleasantly. The main features of their goals are to create a good environment for employees, excellent quality, high standard, and good service to make customers feel worthy. The current issue affecting McDonald's is to develop strategies and plans to ensure the market positioning of the brand, as competition is increasing in the market. However, by applying various strategies, they are trying to cope up the issue, such as focusing and promoting their marketing campaigns, to attract more customers, by including play area in its restaurants, and by the introduction of marketing patterns featuring family welcoming ads and jingles (Fatehi). I have chosen McDonald's for my assessment because it has maintained its market reputation for 79 years, for which it has implemented so many changing in its strategies. Further, it has been working hard to satisfy its customers and to improve its food quality and customer services (McDonald's, 2010). Not only customers but also it has always focused to keep its employees satisfied and happy, which is the clear evidence of McDonald’s success.

References

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