McDonald's in the last 15 years

By XXX

McDonald's is a well-known fast food restaurant chain, which has been serving to its customers for 79 years. It started dealing with its customers in 1940 when Mac and Dick started first McDonald's franchise in California, United States. With the passage of time, McDonald's started serving to more customers by starting several other franchises in other regions of the United States. Soon, it became famous for its quality, cheap, and quickly delivered food items and then the founders decided to make an investment in the International market. In 1967, McDonald's started its franchise in Canada and then gradually invested in different countries all across the world (Fatehi, 1996). It has always focused to provide quality products to its customers in order to gain their loyalty and satisfaction. Due to its effective strategies, it has now become able to earn billions of dollars (approx $25 billion) annually (Wang, 2017).

McDonald's vision and mission are to keep the customers satisfied by the provision of quality food products and to make its franchises the most desirable place all across the world. For this purpose, it has been working so hard. Its code of ethics is established to maintain the quality of the food products and to serve only healthy food items to the customers. They are also devoted to providing a healthy and peaceful environment for their customers where they can enjoy their meal pleasantly (Warren, 2008).

When concerned to analyze how McDonald's have changed its strategies in the last 15 years, a list of struggles becomes evidence of its hard work and success. The very first challenge faced by McDonald's was a selection of food items, as every country has a different culture, religion, and taste. For example, India may not like to buy beef items from McDonald's for which they introduced vegetable and chicken items. Similarly, McDonald's updated its food lists and food taste according to the people, to whom they are serving. Now it deals with the customers in different countries with different food items, all according to their taste and desire. Also, it introduces self-ordering kiosks to increase its sales and to guide the customers regarding new food items and attractive deals.

Ethically concerned, McDonald's have been facing several ethical challenges in different countries. Initially, McDonald's used to employee American employees, for their better training and provision of services. However, this brought several ethical and social challenges for the employees, such as language issues. Also, some countries raised objection for hiring American people while serving to other nations and called it as an act of racism. However, Now McDonald's hires the local employees and train them to deal with the requirements of the customers (Atif, 2014). Also, McDonald’s has banned in different countries, including Bermuda, Iceland, Iran, Korea, and others, for causing obesity amongst its customers (Morris, 2016). Most of its products are assumed to be the real cause of obesity amongst its customers, and thus McDonald’s was blamed for serving unhealthy junk food to the nations. However, now McDonald’s have made some changes in its menu and changed the ‘fast food’ with ‘good food served fast.’ In 2014, McDonald’s held a dinner in New York, where it served the food with fruits and egg-white McMuffins instead of junk items (PRESS, 2014).

McDonald’s has been struggling hard to keep its customers satisfied and healthy. It is only the hard work and better strategic management which have always kept McDonald’s in top most known fast food franchises all across the world.

References

Atif, S. (2014). Report on McDonald's HR Management. *SlideShare*. Retrieved July 14, 2017, from https://www.slideshare.net/ibnirshad9/report-on-mcdonalds-hr-management

Fatehi, K. (1996). *International Management.* New Jersey: Prentice Hall.

Morris, H. (2016). 10 countries where McDonald's is not welcome. *The Telegraph*.

PRESS, A. (2014). McDonald's tries to change its image from 'fast food' to 'good food served fast' with fruit, egg-white McMuffins and its first menu item ever to contain cucumber. *Mail Online*.

Wang, D. (2017). SUCCESSFUL ORGANIZATIONAL CHANGE IS EASIER THAN YOU THINK. *Tiny Plus*.

Warren, k. (2008). *Strategic Management Dynamics.* John Wiley & Sons.