**COMMUNICATION SKILLS**

Name:Duaa Idrees

ID:14533

Q:Whats the secret behind McDonald's worldwide success?

**Secret behind McDonald's Worldwide Succes**

The first McDonald's was built in 1940 by the McDonald's brothers Dick and Mac.In 1955 Ray Kroc became a franchise agent for Richard and Maurice.The company became a burger behemoth that has more than 35,000 stores in 119 different countries.This company is globally dominant due to these reasons which are written below.

**Taking risk**

Starting a company out of a restaurant then making it into abrand is not an easy task ,it takes alot of courage to do so,it needs the courage to handle the consequences if the project fails or if it is a success.So it is about taking risk.If you don't take risk you won't be able to grow thus is is neccessary to take risk.And when we talk about taking risks we can't ignore McDonald's.We know that McDonald'spractices conssistency but the company isn't afraid to take risks and tinker with thir menu.Original menu of McDonald's include hamburger,cheeseburger,fries,shake and beverages.Over the years they have added new items in their menu some were failures like the McLobster McPizza,without taking those risks,McDonald's probably would not have grown to a global success.

**Consistency**

In 1961 Ray Kroc launched the hamburger University as a training school that emphasizes"consistent restaurant operations procedures,service,quality and clealiness."Today,franchises attend the program to learn and implement Ray Kroc's vision.It is great vision for a restaurant to be consitent because when you are away from your area or country and you are home sick and want to eat something you used to eat in your place at that time it is a great opportunity for the restaurant to serve you and make you a life time customer.Thus when ever you want to feel home you can go there enjoy the food.McDonald's have all thier buildings designed same so that you can feel more like home.Thier packaging is the same through out the world as well.They have the same menu throughout their franchizes yet addition of some foods according to the areas locals and the customers needs.

**Establishing a brand Presence**

McDonald's brand is one of the most valuable in the world,being easily recognised.Where ever we go we can easily recognise McDonald's because of the recognisability factors ,the red and gold livery,the golden arches and the world's favourite clown,Ronald McDonald's.Even though we realize that there are better products out there we would still go for McDonald's beacuase McDonald's have created a bond with us it take us back to our childhood.The exact same taste that never changes the same fries with the same look and scent we used to love when we were childern.McDonald's has an almost unbreakable bond with the customers.Which is why many people proclaim their love for McDonald's fries.Fies are exactly same no matter where you are in the world.A strong brand presence helps your business build credibility.

**Philanthropy**

McDonald's is known for giving back to the communitythrough the Ronald McDonald House Charities,college scholarships,fundraisers and mentorship programs.By sharing the same values with the customers,business can create loyal advocates and increase their revenues.

**Franchising**

McDOnald's have 3,200 restaurants in over 119 countries which is a huge amount and still planning to build more in coming future.Franchising can help a company to become huge.McDonald's is a huge success in China ,McDonald's owns 600 stores across 105 cities in China.

**Considering customer needs**

McDonald 's is consistent with its menu but at the same time considerate about their customers.In India the locals don't eat meat therefore McDonald's serves them with vegiterian food and in China they offer Szechwan style spicy wings,seafood soup,rice,oriental Sauces and taro and red bean dessert while this is not their all time menu but for the sake of customers needs they make addition in their menu.

**Technological Advancement**

McDonald's is very advanced with technology.The customers can place their order directly from their tables with the help of “Touch Order”. It’s the first self-ordering system in the world to use RFID.We can even place order via our handset.McDonald's has its own application from where we can order anything ,anytime and from anywhere which is a great advantage for customers.They even let customers access supply chain management which gives them more information about the food they are eating.This leads to an informed decission by the customer.

**Free wifi**

Alot of people go to restaurants with their laptops to work in peace,now a days people take pictures and make snaps and blogs in restaurants.They want to post them rightaway sometimes and for that purpose thye need internet connection.That's the reason why most people prefer restaurants with free WIFI.Business people also book reservations for meetings and other business works.Internet connection can attract more people.Majority of McDonald's stores offer free WIFI.

**Sponsorships**

McDonald's team up with media partners such as Disney or DreamWorks.We are almost certain to see themes in McDonald's stores when their is a new hit of Disney.

**Social consideration**

Mcdonald’s suppliers have food safety management systems in place, including Good Manufacturing Practices (GMP), a verified Hazard Analysis Critical Control Point (HACCP) plan and crisis management, food security and other applicable program.McDonald's serve food which can fit into a balanced diet as they are offering organic food,vegetarian burgers and salads.And informing customers about their food to decide their menu choice.