MIDTERM EXAM

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SUBJECT; COMMUNICATION SKILLS

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MCDONALD’S

**HISTORY;**

* McDonald’s is an American fast food enterprise.
* It is world’s largest fast food chain.
* The business started in 1940 by two brothers Richard and Maurice McDonald in San Bernardino, California.

**GLOBALIZATION;**

The rapid spread of McDonald’s into various countries made the company become a symbol of globalization.

The company has more than 32000 restaurants worldwide.

It expands to more than 117 countries.

It has employed 1.7 million workers.

Its global expansion is unmatched and popular.

**SECRETS BEHIND MCDONALD’S WORLDWIDE SUCCESS;**

1. **Remaining consistent;**

One biggest secret of McDonald’s success is their consistency.

Kroc, a salesman from Illinois went to southern California in 1954. There he was surprised by the number of costumers the restaurant was serving. And the costumers were happy with their meal too. He sensed a business opportunity and made a proposal to the brothers to give their restaurant a franchising concept, which was accepted. Kroc later on opened his first McDonald’s in 1955.

He opened a training school for franchisees in 1961 named Hamburger University. The purpose of this school was to train about ‘Quality, service, cleanliness, and value. And another lesson which was Consistency, which he thought was vital to run any franchise.

The reason why McDonald’s is the go-to place for everyone is because costumers know exactly what they are going to get when they visit McDonald’s.

1. **Bringing innovations;**

Despite staying consistent McDonald’s didn’t hesitate to bring innovations in their service and menu. Bringing innovations while keeping in view responses of the costumer has played an important role in the success of McDonald’s. They brought an innovation in their serving style by introducing ‘McDonald’s **drive thru**’ by which you can order and pick up without leaving your car.

Talking about the innovations in menu, the happy meal which comes with a toy has been absolute favorite among kids. Filet-o-fish, big mac, hot apple pie, egg McMuffin, McFlurry were the innovations made in their menu but they made sure that these innovations didn’t affect their consistent attitude towards the costumers.

1. **Staying resilient;**

The company has stayed resilient in all circumstances. Despite the lawsuits and negativity, they had to face due to several issues like obesity and environmental destruction. As a response McDonald’s formed a Global Environmental Committee to bring solutions to reduce solid wastes, and conserve natural resources. For providing a healthy meal to children they established a Global Advisory Council which was a team of experts that provided the company guidance in areas of nutrition and health.

1. **Satisfying costumers;**

The company made sure their costumers were satisfied. They gave their costumers value by providing them with what they want.

Happy meal for kids, breakfast menu etc.

They also brought changes in their menu according to likes and dislikes of the people of different areas.

1. **Taking risks;**

McDonald’s practices consistency but they are also not afraid of taking risks.

Over the time they have practiced different changes in their menu and service. They have also faced failures like McLobster and McPizza but those risks helped them learn a lot.

1. **Flexible menu;**

McDonald’s always had a menu which was flexible to adapt changes according to the likes and dislikes of specific area. Like; they introduced vegetarian items in their menu in India and other areas where people don’t prefer meat. They also offer different meal sizes to satisfy people of different appetite.

1. **Affordable prices;**

The reasonable price of McDonald’s food items is the reason that millions of people come to its door every day.

They offer deals which is a good way to attract costumers as costumers can get two to three items in a single meal which is a cheap offer as compared to ordering single menu items.

1. **Technological advancement;**

Technological advancements attract a number of people in this era when people have shortage of time and demand facilities.

Some technological ease that the company has provided are;

* **Drive-Thru** where costumers could order their meals while staying in the car.
* **Online ordering**/ home delivery 24/7.
* **Credit card** payment for paying on the counter or online ordering.
* **Free Wi-Fi** service in all branches.