

**DEPARTMENT ART AND DESIGN
COMMUNICATION SKILLS**

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QUESTION NO# 1

What is the secret behind McDonald's worldwide success?

ANSWER:

McDonald's:

McDonald's was first built by the McDonald's brothers (Dick and Mac). They started their business with a hot dog stand and today almost more than 120 countries have McDonald's restaurants. Following are the strategies and ways of business by McDonald's which has given them success around the globe.

McDonald's marketing strategies are mostly on segmentation and experimentations. Which include its product strategies, pricing strategies, promotions, and meals strategies (menu)

Advertising strategies:-

McDonald's usually promote their products by advertising on tv shows etc. McDonald's main focus is on America and China these two countries are the ones who spend most of their budget on McDonald's meals than any other restaurants. They usually target children in their advertising and according to the data children watch more than 250 advertisements of McDonald's per year.

PRODUCTS STRATEGIES:-

Products include mainly its menu and the ingredients which they use specifically for preparing their meals. For example McDonald's only use sweet potatoes for their fries.

Pricing strategies:-

The pricing strategies of McDonald's are very simple although McDonald's is being criticised for its high calorie fast food around the world but its low pricing strategies on their products brings millions of people everyday around the world.

Adaptation to customer's tastes:-

McDonald's changes its products according to the people choice of eating for example if a country has more people vegetarians like in india they provide them with iconic veggies meals and burgers.

Management strategies:-

True Management of business is the key to its success. So the McDonald's apply good managing strategies. They hire best managers for their restaurants who is the in-charge of all the actions of their different departments. Like finance department, serving department, production department (chefs and cooks).They manage all the processes in the restaurant.

Employees working with people:-

The employees not only serves their customers but also listen to their complaints, reports etc which grants them a huge ladder step of success.

McDonald's is a philanthropic business:-

**McDonald's apply the strategy of "giving back to the community is good for business"
They invest in different charities, scholarships, fundraisers and membership programs.**

Taking risks:-

Even though McDonald's uses consistency but still it does not hesitate to take some risks and changes their menu simultaneously. They add up great meals in their main menu which only have hamburger ,fries, shake and beverages. But it has also been updated several times in several countries by adding new meals like happy meal,McNuggets,salads,fishand McRibs.

McDonald's being a brand:-

Although McDonald's is fast food restaurant but it hasn't stopped yet just there. Their amazing strategies and finest meals haven't stopped them from becoming a worldwide successful brand. And when something is a brand it is automatically accepted worldwide no one questions your authority.

McDonald's is also known for giving back to the community through the Ronald McDonald house charities, college scholarships, fundraisers and mentorship programs.

It has the spot hidden talented employees who know the business Inside and out and are extremely loyal towards their work.

END
