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Question:

From a communication perspective, what is the secret behind McDonald's worldwide success?

Introduction

McDonalds is a highly successful American fast-food chain that was started in 1940 by two brothers, Maurice and Richard McDonald in San Bernardino, California.

Speedy service and extremely low wait times is one of the main reasons why McDonald's became extremely popular in its home country, the United States of America.

As of 2018, McDonalds earns more revenue than any other fast-food chain in the world. It has more than 38,000 locations worldwide in over 100 countries. It is also the world's second largest employer - employing at least 1.7 million people.

McDonald's slow-and-steady global expansion	
1967	Canada & Puerto Rico
1971	Tokyo Ginza District, Japan Amsterdam, Netherlands Munich, Germany Sydney, Australia
1979	Rio de Janeiro, Brazil
1990	Moscow, Russia China

In this case study, we will explore its reasons for success, not just in the USA, but around the world.

Heavy Advertisement and Marketing To Establish Basic Relationship With Customers

McDonald's spends more than any other fast-food chain on marketing. This has allowed it to gain widespread recognition and popularity across every age group in every region around the world.

Its increased popularity can also be attributed to its mascot, Ronald McDonald. This clown-like personality is especially popular among young kids.

The company uses traditional media (TV, newspapers), internet marketing, billboards and primetime events like the FIFA World Cup, Olympic Games to advertise its menu items.

For many countries, it creates specific slogans for its advertising messages to make its ads resonate more with that country's target audience.

Use of Technology to Streamline Communication

McDonald's has always been at the forefront at adopting technology to make ordering its menu items as frictionless as possible.

It uses:

- Mobile apps to allow customers to order their favorite meals easily without having to call (although that facility is also available).
- It is making increasingly greater use of touch-screen panels at its locations so customers can order and pay directly without having to talk to a server/cashier.
- McDonalds makes use of its drive-throughs, making it easier for customers to place and pick-up their order without leaving their cars.

Such technologies have enabled customers to effortlessly communicate their orders with McDonald's, which has resulted in higher sales for the fast food giant.

Acknowledges Customer Concerns and Specific Tastes

McDonald's is an international fast-food chain operating successfully in over 100 countries. The main reason for its success (other than high-level marketing and quality branding) is its ability to communicate with people via hyper-localized menu items.

For example, in India, where the majority of population skews towards vegetarian food and beef is taboo, McDonalds creates local menu items catered specifically for an Indian audience.

This includes menu items such as:

- McAlooTikki
- McVeggie
- Paneer Salsa Wrap

These items are exclusive to India-based McDonald's franchises only.

In addition, with health concerns rising in the world, McDonald's has acknowledged users' worries and has put healthier items such as chicken salad, yogurt parfait and egg mcmuffin in its menu as well.

Taking such steps has allowed it to amass an international audience like no other fast-food chain has.

Well-Trained and Highly Communicative Staff

At the end of the day, what actually matters to McDonald's customers is that they get speedy service, fast delivery, and a rich experience. All this is made possible because the staff at McDonald's are well-trained and know how to communicate - both with their customers and among themselves.

This allows them to deliver high quality service to their customers, which is one of the main reasons why customers keep coming back to McDonald's again and again.

END