

COMMUNICATION SKILLS

NAME : Hamza Mansoor
ID : 14765
DEPARTMENT : BFD
SEMESTER : 4TH
SUBJECT : Communication skills
EXAM ASSIGNMENT

SECRET BEHIND MCDONALDS WORLDWIDE SUCCES

INTRO :



The major point which puts Mcdonalds in the list of top brands of the world is their customer service, their competetive behaviour and the marketing techniques that they used in the early stages of their development phase.

HISTORY OF MCDONALDS



Mcdonld brothers Richard James and Maurice James McDonald started off this business in 1937 California city as a hot dog stand.

Later on they established the first proper restaurant in 1940.

With time it got success and from 1955 Ray Croc in Phoenix Arizona started the chain of mcdonalds and it has been growing since then. Ray croc was basically a frenchise agent.



What is their success?

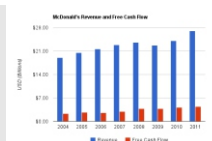
According to Wikipedia Mcdonalds is serving 69 million customers daily in 120 countries. They have around 37,855 outlets as of 2018.

According to the reports of 2018 mcdonalds has around 1.7 million employees.

McDonald's is the world's second-largest private employer.

McDonalds reported earnings of US\$5.9 billion,with an annual revenue of US\$21.0 billion(2018).

Last year, McDonalds worldwide revenue rose 12% to an all-time high of US\$27 billion.



SECRET BEHIND THEIR SUCCESS

BEING CONSISTENT :-

The main secret, which i feel adds to their success story is consistency. For example they have always been consistent with their menu items and their specific environment (INTERIOR).

THEIR CUSTOMER SERVICE :-

They always focused on this because if customer is not getting a good treatment the brand might lose them and it will potray a very bad image of the brand in market.

MASSIVE VISSION :-

They had a great vision. The company was always keen towards being a brand and to be out of the box which diffrentiates Mcdonalds from being just ordinary. For example they created an emotional experience with their customers which formed a strong bond between Mcdonalds and their customers.

BEING GLOBAL BUT LOCAL :-

No doubt Mcdonalds in a multi national big fish but it has kept its business and menu to suit local markets. For example in India Hindu community dont eat beef so they have have vegetarian and non beef options.

PRICES :-

Their prices are affordable. Everybody gets attracted towards a brand which has a name in market and the prices low too.

MEAL SIZES :-

They have different sizes of meals accodingly. Super size deals for a group of too many friends and small/medium deals for a group of 4 or 2 people. They care for every type of customer.

THIER ART OF CROSS SELLING :-

This is great way to increase sales, Mcdonalds has the most famous cross-sell of all-time for example Would you like to have fries with that?

THEY ARE RISK TAKERS :-

As mentioned above about their consistency, but experimentation is vital. Sometimes according to the situation they took risks. They changed their menus accordingly. They took risks like adding a Mclobster and McPizza to their menu and it didn't go well but with that risk they came to know about their customer demand better. They took a risk of adding breakfast, McNuggets and Happy meals to their menu and it went super well.

SPOT AND GROW :-

40 percent of McDonald's executives actually began as hourly employees. McDonald's tap into the hidden talents of employees, they promote them with time and give them opportunity to work their way up. By this they made their company full of people who know the business inside and out and they have their loyalty as well.

TASTE AND RECIPE :-

Yes McDonald's has applied the best strategies but the actual thing comes if their product even worth it. They have the best recipes which addicts the customer to come again and again. Specifically McDonald's is famous for its ice cream, fries and burgers. Their products have a very different taste which puts a huge impact. You can never find their products somewhere else and this is the reason why people prefer to visit McDonald's for what they like.

CONCLUSION :

These are the secrets which I think helped McDonald's to reach the mark. Hardwork and dedication is important for achieving something what McDonald's did.



END