

"Secret for McDonalds Worldwide Success"

Brief history about mcdonalds:

McDonalds business was started by two brothers Dick and Mac McDonalds in the year 1940. It started off as the hot dog stand in 1937. McDonalds restaurants are found in 119 countries and have 37,855 restaurants worldwide. It's one of the most well-known brands in the world. It is estimated that more than 46 million people dine at one of the 31,000 outlets everyday.

Factors for success of McDonalds Worldwide:

1. CONSISTENCY:

Whether we go to McDonalds in California or in Pakistan the taste of the food would be the same. Every branch or franchise offers the same taste. It's one of the biggest reasons for its success.

2. Valued people needs and wants:

McDonalds has always taken needs and wants of the people into consideration. Some of the examples are given below:

3. Drive-Thru:

For example, in 1975 a group of potential McDonald's customers had a problem: They were soldiers and, at that time, soldiers where they were located weren't permitted to get out of their cars while wearing their fatigues. After learning of this problem, McDonald's came up with a solution: add a drive-thru. The first McDonald's drive-thru was located near military base Fort Huachuca in Sierra Vista, Arizona to serve the soldiers there. Additional drive-thru locations in Georgia and Oklahoma City soon followed.

4. HAPPY MEALS:

Happy meals were added to the menu in 1979 which consisted of hamburger, small fries and sundae to help the mothers feed their children while at the McDonalds restaurants. So this meal was basically introduced for kids.

5. McDonalds started a campaign:

McDonald's started a campaign named : 'it is what i eat and what i do..i'm loving it' to make people understand the relationship between eating right and staying healthy. McDonald's took a lot of care for the benefits of its people.

6.Adaptability in menu:

McDonald's success is dependant on adapting to its consumers needs and demands.For example:

In Israel,after initial protest Big Macs are now served without cheese in several outlets, thereby permitting the separation of meat and dairy products required of Kosher restaurants. Similarly, McDonald's restaurants in India serve vegetable McNuggets and a mutton based Maharaja Mac. Innovations that are necessary in a country where Hindus do not eat beef, muslims do not eat pork.

7.International Expansion Strategies:

China:

McDonald's was a success in china because it adapted itself to the chinese culture. Also local people managed to work in mcdonalds hence reaching out to local people . and in addition to this mcdonalds added teryaki burger to its menu which give locals the flavour of their native food taste.

2. South Africa:

A relatively unique strategy has been used by McDonald's to serve customers where they can enjoy their meal while shopping and playing. This approach is used in highly populated areas with busy lifestyles of South Africa. Additionally, the drive-through approach works well in the South African region. Therefore, there are superior number of drive-through as compared to Australia and United States. This particular facility gives McDonald's an upper hand in South Africa. The base of the approach is to provide comfort to the customers in shopping malls, towns and other areas. Different marketing strategies are used to attract people from different sections of the society. The returns for McDonald's in South Africa have surpassed the initial targets of turnover and profits. With over 90 branches in South Africa, employment opportunities are high for local people and are expected to rise.

Saudi Arabia:

Another example of adaptation to the local culture is the way McDonald's has managed the business in Saudi Arabia. McDonald's closes five times in the day for prayers and they do not serve pork to respect the Islamic culture in

Saudi Arabia. There are some exclusive outlets of McDonalds in the Holy City of Makkah which serve to Muslim customers only with only Muslim staff in every department.

8.Serving meals efficiently fast:

McDonalds tried to develop methods for fast delivery of food in less time which means selling more products in less time. its one biggest reasons for its success

9.Benefits for the staff:

Since employees play a major role in the main activities of the company so in order to motivate them different benefits were provided to them which as follows

Employees are allowed to eat for free;

Employees have a month of paid holidays

Employees have an access for private health care

Employees have discount card

Employees are awarded for servicing for 3, 5, 10, 15 and more years;

Employees have an opportunity to get sponsorship program, etc.

10.Overcame hardships :

The biggest reason for McDonalds to be successful for a long time is its ability to face challenges/hardships that came in its way of success. For example

ENVIRONMENTAL CHALLENGES

In the mid-1980s, McDonald's began facing one of its staunchest challengers in the activist group London Greenpeace. In a leaflet entitled "What's Wrong with McDonald's?" the group alleged that the food that McDonald's served was bad for people's health and that actions used to produce their food products and packaging contributes to the destruction of rainforests, among other things.

In response to this McDonalds established a GLOBAL ENVIRONMENTAL COMMITMENT in 1990 that ensured the steps they had taken to get rid of solid waste conserve and protect the natural resources. Also now 80 percent of the McDonalds consumer packaging is made from the renewable products.

Social challenges:

The director of the obesity program for the Children's Hospital Boston "DAVID LUDWIG" claimed that fast food consumption has been shown to increase calorie intake and promote weight gain and increase the risk for diabetes. In response to this McDonald's added healthy items to the menu like real butter to the breakfast/muffins and also ensured that the chicken they use was antibiotic free, and also added salads and vegetarian burgers to the menu.

11. Food safety Programs

McDonald's suppliers have food safety management systems in place including good manufacturing practices, a verified hazard analysis critical control point plan food security and other applicable programs.

12. Ease for customers:

Technological Advantages:

McDonald's have also launched apps so that customers can easily order food whenever or wherever they want to, it has always looked for the ways to satisfy their customers through out their journey and these are reasons why McDonald's is so successful for such a long time.

13. Cleanliness:

Cleanliness is one feature of the McDonald's corporate system that needs no explanation; clean toilets are universally appreciated. McDonald's is widely credited with starting a revolution of rising expectations among East Asian consumers who had never experienced high standards of public hygiene in the catering trade. In Taipei, Beijing, Seoul, and Hong Kong, local restaurateurs had to match this new standard or watch their customers go elsewhere

14. Quality

The early efforts towards process repetition and efficiency not only set the basis for McDonald's success from the standpoint of customers' expectations, but also help McDonald's stay on top in a culture where producing at a quick pace is commonly expected.

