

Mc-Donald's holds a 6th place amongst most of the world brands and is successful because it adopts certain strategies that help maintain its global position.

The marketing and the branding strategy is based on uniformity. In the US where McDonalds spend most of their budgets and trial more new products normally target children while in Japan the advertising campaigns are more varied, sometimes they focus on children and also target adults, using sexy girls promoting burgers.

The experimentation is vital, and is often carried out by adding or deleting the food from the menus according to the latest consumer trends and local popularity this is a good example of adapting to customers' taste. It is vital when talking about marketing. Despite its geographic diversity the brand is very consistent with a lot of attention to details.

Maintaining the high quality of food is one of the reasons for success of the brand globally by keeping close check on food items their date of production hygienic transfer and utilization before due date. Further in the restaurants the open kitchen concepts allow the customers to observe their food being prepared and served hygienically build the customers trust in the brand.

McDonalds has been spreading the chains of brands globally with a great success by providing and intense training programs to the employees of the franchise so that their mandates are carried out with near perfect replication. The training includes the proper storage of food items, handling, hygiene and preparing appropriate products with best taste and quality.

One of the reasons behind it adopts according to the customer needs and in some countries to ease the customers concern about the health issues it made changes to its menus by using the organic products and revising the whole menu by offering the salads and vegetarian burgers.

In this technological era every aspect of our lives McDonalds is also using it to its advantage to reach out to the customers on individual basis via certain applications where customers can directly interact with the company and get their queries answered and also can check the menu the ins and the outs of the testing products and even customize their products according to their need and allergies by a single click. Within the restaurants by the use of the technology the customer can order directly from their table as a "touch order" also the order can be placed via cell phone.

The cost effectiveness of the products has a key role in the success of the brand its affordability to the general class make it most consumed product in most of the countries with high percentage middle class population such as in China thus leading to the success of the brand.

In addition to all strategies discussed above McDonalds is highly flexible keep in changing its plans according to the global needs due to which remains in limelight and maintain its top position among the food brands