**Communication skills,**

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**McDonald’s Case study.**

**4th Semester BFD**

McDonald’s, found in 1940 is an American fast food company, the headquarter of which is in Chicago, Illinois, U.S. It is widely known for it’s burgers, fries and shakes. It is a renowned food chain that serves worldwide with 37, 855 restaurants in 118 countries. The closest competitor of McDonald’s are Burger King and Wendy’s which are also American food chains. Burger King and Wendy’s also offer Burgers and pretty much have the same genre.

Burger King has 17, 796 restaurants in 91 countries whereas, Wendy’s has 6,711 restaurants in 29 countries.

Although being the closest competition, Burger King and Wendy’s have not reached every corner of the world just like McDonald’s have.

Since McDonald’s has relatively more restaurants worldwide which automatically makes it the largest restaurant chain by revenue. As of April 2020, McDonald’s has a net worth of $170 billion, Burger King has $7.5 billion and Wendy’s has $136.9 million.

The reason why McDonald’s stand out in this competition is because it has grabbed the attention of it’s costumer by spreading throughout the world. McDonald’s tries to introduce different ideas so that the costumer stays entertained.

* **Drive-Thru**

It has a variety of restaurants or it has facilitated it’s costumers. It is not only a restaurant where one sits and eats. It has provided it’s costumers with **Drive-Thru**, it a modernized version of takeaway, where you order the food and it is ready within a few minutes, the costumer does not have to enter the restaurant but all this is done externally.

* **McCafe**

McCafe is basically a Café that McDonald’s has introduced within the restaurants. It offers a number of baked goods such as cookies, macarons, muffins accompanied with coffee drinks as well as chocolate.

* **Play area**

McDonald’s also have play area in every restaurant that keeps the young costumers busy and entertained.

* **Variation in food**

Unlike other food chains that have the same menu throughout the world, McDonald’s has a variation in their menu from country to country. For example, McDonald’s in India mostly offers vegetarian meals, Muslim countries have their own addition of an item called McArabia which is only for the Arabic countries and some muslim countries whereas in the non muslim countries, bacon is used in their meals.

* **Open door tour**

McDonald’s has it’s own open kitchen tour where the consumers are allowed to have a close look of it’s high quality standards and ingredients used to prepare the meals.

Apart from all these, McDonald’s makes sure it’s food is fresh and tastes the same everytime, it offers meals according to the time in a day such as breakfast, late night deals and for the rest of the day, it has it’s value meals.

Throughout the world, McDonald’s has it’s own signature look for restaurants. The restaurant is aesthetically pleasing regarding interior as well as exterior, which grads the attention of the crowd. McDonald’s has a symbol that consists of golden arches which is famous worldwide.

The company’s successive strategies , specifically with heavy research and development has allowed it to fulfill the tastes of locals in every country it operates. It’s leader in every of it’s major departments have established prices worldwide in all types of currencies, making it’s food affordable for customer of all classes. The company’s challenges of providing healthier food to it’s patron have contributed to it’s financial success, thus enabling loyal consumers. In certain countries, such as India and China, eating at a McDonald’s has become a luxury, primarily among the middle class, who feel a sense of empowerment that they too can afford to eat at quality restaurant. However, as the company continues to settle into it’s newenvironments, it will slowly cater to the lower class, as can be seen in the United States. As the most restaurants of McDonald’s are in the United States which are 13,843 as of April 2020, which makes it the country where lower class chooses McDonald’s almost everyday. The strategies developed by it’s expert, thus allows for the company to increase in revenues, quality and bring about consumer satisfaction.