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**COMMUNICATION SKILLS**

**BID 4TH SEMESTER**

***Success secret of McDonald’s***

The secret behind McDonald’s world wide success depends on many aspects. McDonald’s is a large corporation in food industry, due to which they made various kind of chains in different countries. In which majority are owned by the franchises.

As there are many competitors against it but the McDonald’s is also well known brand and try its bests to provide quality and build trust towards their customers. Major success was gained through international campaign.

In the mind of the customer, creating a uniform and consistent product is one of the most important aspects of McDonald’s success. And not more but McDonald’s is the clear leader in cost, accessibility and consistency.