

Marketing strategies of mcdonald

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**ASSIGN
BUSTER**

The main strategy of your strategy must make that your product should fulfill the demands of the consumers and as well as it maintains the long term relationship with those consumers. To achieve this, you will have to initiate flexible strategy that responds to consumer demand and perception. It may also give brand name to your product which will help you to run your business in new markets smooth and efficient manner. First of all the main purpose your marketing strategy should be to identify the weather the target customer's are satisfied with your product and services of your business.

Once you have created and implemented your strategy, try to identify feedback from your customer and if any change or improvement is required apply it for the maximum satisfaction of customers. This helps you identify that, where your strategy need to be improved and how it can be developed, so that it can be implemented for effective action. Before applying any strategy in the business proper planning must be organized within the members of the organization. McDonald's Pakistan history McDonald's is the largest and best known global food services retailer with more than 30, 000 restaurants in 121 countries.

Our outstanding brand recognition, experienced management, high-quality food, site development expertise, advanced operational systems and unique global infrastructure ensure a position that enables us to capitalize on global opportunities. We plan to expand our leadership position through great tasting food, superior service, everyday value and convenience. McDonald's Pakistan is part of the Lawson Group of Companies, a leading business house in Pakistan. McDonald's first restaurant opened its door to the people of Pakistan in September 1998 in Lahore.

This launch was met with unprecedented enthusiasm from the citizens of Lahore, who are known for their liveliness, vigor and penchant for quality food. Karachi opened its first restaurant a week after Lahore. Ever since we opened the doors of our restaurants both in Karachi ; Lahore, we have been proud to provide our customers the same great taste, outstanding value and superior service that is synonymous with the Golden Arches el over the world. There are now 27 restaurants in 8 major cities of Pakistan.

Today millions of Pakistanis place their trust in McDonald's every day- trusting the company to provide them with food of a very high standard, quick service and value for money. So next time you walk into one of our restaurants, please remember, McDonald's Pakistan is here now, to put a smile on your face, each and every time you visit us. McDonald's is firmly committed to giving back to the community where it operates. We are happy to become involved because we recognize that organizations have a ole to play in helping communities to work successfully.

The contribution we enjoy most is the experience of working together with others in the community to achieve worthwhile benefits for those who need it most. McDonald's Pakistan Being a responsible corporate citizen, McDonald's firmly believes in giving back to the communities it operates in. We love to provide support and encouragement to the people who need it the most. All our restaurants contribute to their local community and every year we help set up and support numerous educational, sporting and charity programs designed to help a wide range of people.

McDonald's has a proactive approach to charities and sponsorships. We believe these help inspire and support the people of Pakistan, especially the underprivileged ones, to live a better life. We are dedicated to delivering great experiences through our ongoing community support programs.

Marketing Strategies of McDonald's: Mission Statement: " McDonald's vision is to be the world's best quick service restaurant experience. Being the best means providing outstanding quality, service, cleanliness and value so that we make every customer in every restaurant smile. " Marketing Strategies of

McDonald's: Business Strategy: Franchise Model- As per franchise model of McDonald only of the total numbers of restaurants are owned by the company. Other 85% is operated by franchises. The company follows all the framework of training and monitoring of its franchises to ensure that they achieve good quality, service, cleanliness and value for the money offered by the company to its customers. Product Consistency- By developing sophisticated supplier networked operation and distribution system, the company has able to achieve consistent product taste and across the nation.

Act like Retailer

Think like a Brand- McDonald's focuses not only on delivering sales for the immediate present, but also protecting its long term reputation. Strategy as per Pakistani market: Re-engineering the menu McDonald thinks according to the customer tastes, value systems, lifestyle, language and perception. Globally McDonald was famous for its Il ; fled ; a-pop hamburgers and if we see in Pakistan many people like the ham McDonald's also came up with

chicken, lamb and fish burgers. The Customers- Pakistan has a huge population of non vegetarians buy many people which like vegetarian things.

To satisfy this customs McDonald came up with a completely new menu of vegetarian tie burger. The separation of vegetarian and non vegetarian section throughout the various stages. Segmentation Targeting and Posits McDonald's uses demographic segmentation strategy with age as main target segments are children, youth and the young urban FAA children into consideration, children are more attracted toys and including today's youth prefer such places for their entertainment families select McDonald's an various occasion like birthday party, children etc.

At several outlets, it also provides special facilities like here children can play arcade games, air hockey etc. This strategy making McDonald's a fun place where you can enjoy both playing also helps McDonald's to attract the young urban families who WA quality time, while their children can enjoy every moment of Mac the teenagers and young youth. McDonald has priced several pro keeping in mind the price sensitivity of this target customer. In ad Wi-If are also providing to attract students to the outlets. When M Pakistan it was mainly targeting the urban upper class people.

Buy positioned itself as an affordable place to eat without compromise DOD, service and hygiene. The outlet atmosphere and mild and b highlight the comfort that McDonald's promises in slogans like BREAK TODAY, " FEED YOUR INNER CHILD". The commitment of quo service in a clean, hygienic and relaxing atmosphere has ensured maintains a positive relationship with their customers. McDonald' (APS) Strategy: After analyzing the market, find the

key factor, target segment and market demand, every company needs to come up with an offers that speed up the growth of the company.

For which McDonald's u marketing mix which are as follows; Product Place Price Promotion People Product: Product includes that, how the company should design, manufacture that it enhance the customer experience?

Product is the physical offered by the company to its customers. McDonald's includes CE product such as packaging, desirability, looks etc. This consist of b non tangible aspects of the product and services. McDonald's has product depth and product width limited. McDonald's had first stud of the Pakistani customer and provided them a good menu.

There are happiness that McDonald's provides to its customer. It on the needs of the customer. McDonald's offers prop abidance and better services. Now McDonald's has alls facilities at their outlets, along with music, not the nor is preferred by young generation in order to attract the children. Children play games till the time there pare McDonald's. Price: Pricing strategy is most important aspect of marketing discount facility are available or payment facility is VA consideration the possible reaction from its competitor Pricing is very much necessary because it is this part, business unit.

All the other three are the expenses Inc price needs to take demand and supply equation into pricing demand as per Pakistani Market. McDonald's h bundling strategies such as happy meal, combo meal, etc to increase overall sales of product. Promotion: The promotional activities adopted by McDonald help with the target customers. The diagram gives idea ABA McDonald's. Application of above mentioned communion that is feasible as per the

consumers. Some of the MO campaigns of McDonald's are; muff deserve a break to McDonald's " Foods, Folks, and Fun" " I'm loving it".

McDonald's corporate used advertising, personal sells relations and direct marketing and became world's lard These five promotion tools are used by McDonald's to communication program which allows McDonald's to a channels clearly, consistently and easily transfers mess target audiences. People: McDonald's understands the importance of both its e understands the facts that a happy employee can SE customer. McDonald continuously does internal mark marketing is effective it will automatically lead to in the marketing. Internal marketing includes hiring, training this way they can easily serve customers and the result the customers.

The level of importance has to be place Front line employees Middle level managers Front line managers The punch line " I'm loving it" is an attempt to show that the employees are loving their work at McDonald's and will love to serve customers. Co-Branding Strategy: Co- Branding strategy is also one of the beneficial instruments for boosting its business and providing different the same things in different manner. In fact co- branding means having a tie ups with another firm and serving the customer with both the products.

It helps in making profit for both the business enterprises as well as to increase their sales and growth of organization. The two different brands intent to co-brand through certain contracts or agreement and as per the agreement they bifurcates their earnings from their brands. There are different example of co- branding strategy of McDonald's which are as follows; Coca-Cola Walt Disney Barbie Toys Catbird Hot Wheels Advertising:

Advertising is any paid form of non-person presentation and promotion of ideas, odds or services by an identified sponsor.

There are three goals of advertising. These goals are; Inform Persuade Remind The major media for advertising are as follows: Newspaper, Television, Direct mail, Radio, Magazines, Internet, Billboards, Brochures and Telephone. The traditional conceptual model for creating any advertising or marketing communications message is the AID model: get attention, hold interest, arouse desire, and then obtain action. Advertising Strategy of McDonald: There have been many McDonald's advertising strategy and slogans over the years.

McDonald's is one of the most widespread fast food advertisers. McDonald has for decades maintained an extensive advertising campaign. In addition to the usual media television, radio, and newspaper, the company makes significant use of billboards and signage, sponsors sporting events. Television has always played a central role in the company's advertising strategy. Positioning Strategy: McDonald's positions itself as the leader in quick service restaurants.

In order to maintain their standard, they have started making to a younger set of persons, much in the same way that their " I'm loving it", campaign does. They have send out free tanning inserts to ensure that their loyal customers will be motivated enough to t the new campaign even though they have always loved and used McDonald's. These will also act as a way to get customers who may have never been to the store. Users and non users

alike will use the club McDonald's to their advantage. They expect the their younger target will seek out memberships in club McDonald's.

Club McDonald is targeted at younger people who are familiar with credit cards and some of the reward cards that are part of them. Growth Strategy: McDonald's growth strategy is base on three elements; Adding Restaurants Maximizing sales and profits at existing restaurants Improving profitability Maximizing sales and profit at existing restaurants will be accomplished through better operations, innovations, product development and refinement, effective and lower development and operating cost.

Service Management Strategy: If we take any fast food restaurants the customer attract firstly through brand and secondly with the most important thing to consider that is services offered to them. I the services of any enterprise is not suitable to customer than it achieve the aim that has been proposed by them. The research describes the service management treated employed by McDonald's corp.. In the operation of their fast food restaurant. The company's service management strategy is described within the context of the service model.

In this model, market segment, the philosophy culture image of the company, service systems, and human resources are considered. The service of the company is identified through following tools; Training Policy Crew Members Business Management Program Customer Perception and Customer Expectation McDonald's Healthy Eating Policy Product Growth Matrix: This matrix allows the marketers to consider ways to grow the

business via new rodents, new markets, there are four possible product/market combinations.

The matrix helps the companies decide what course of action should be taken given current performance. The matrix consists four strategies; Market Penetration Strategy: Market penetration is one of the four growth strategies of the product market growth matrix defined by Masons. Market penetration occurs when a company penetrates a market with current products. The best way to achieve this by gaining competitors' customers. Other ways include attracting non users of your product or convincing current clients to use more of your product/service.

Market penetration occurs when the product and market already exist in market. McDonald's is one most popular brand in fast food in entire world. Market Development Strategy: A market development strategy target non buying customers in currently target segments. It also target new customers in new segments. The marketing manager uses these four groups to give more focus to the market segment decision; existing customers, competitor customers, non-buying in current segments, new segments.

McDonald's is currently following above mentioned strategy, to focus on market segments. For serving synonymously to the existing customers they are coming up with different menus as per change in taste and preference of their customer e. G. Happy price menu, beverages including milkshakes and cold coffees etc. Also, by keeping in mind their rivals they are introducing products to compete them e. G. To answer the KEF they came up with

chicken Mac nuggets. They are adopting pricing policies for non-buying customer and as well as new segments.

Product Development In business and engineering, new product development is the term use to describe the complete process of bringing a new product or service to market. There are two really paths involved in new product development; one involves the idea generation, product design and detail engineering, the other involves market research and market analysis. McDonald's is always within the fast food industry, but frequently market new burgers. Frequently, when a firm creates new products, it can gain new customers for these products.

Hence, new product development can be a crucial business development strategy for firm to stay competitive. McDonald's are always enhancing their existing product along with it; they also try to introduce new and new products so that they can easily survive in market. **Diversification:** Diversification is a form of growth marketing strategy for a company. It seeks to increase profitability through greater sales volume obtained from new products and new markets. Diversification can occur either at the business unit or at the corporate level.

Operations Competitive Strategy: McDonald's corporation competes in a challenging market segment by providing need-satisfying products to customers. In this segment, ineffective competitors often fail without proper strategies. To sustain its viability, the McDonald's corporation employs an effective competitive strategy to make it stand out against competitors such as other fast food restaurants. McDonald's competes on several bases,

including; Cost Speed Nutrition McDonald's strongest priority is " making customers happy'.

The company recently made strong changes to its process by introducing the " Made for You" system. Conclusion Marketing strategies implied by McDonald's clearly gives the entire comprehensive information that is necessary for the growth and development of a business enterprise. The strategies that are implemented by McDonald's includes many basic essentials features like market research, innovative ideas, customers views, recasting consumers demand, planning, organizing etc, these are the few basic essentials elements that plays a vital role for the successful business and also in creating the brand name of product.

Today, in this fast moving dynamic world the demand for goods and services are increasing at alarming rate due to which there is greater competency and competitors ruling in the market. Therefore, most of the companies adopt different types of marketing strategies in order to serve their customers in a more better and efficient manner than their competitors so that, their cuisines can easily survive in the market. Even corporate companies are implementing various strategies from past many years.