

# McDonald s thesis

[Business](#), [Company](#)



For example, Mange NasalFoodCorporation launched its new available products that truly its the Pinot palate, called " Mange Nasal Halo Halo"; pinot-Kananga, creamy scrap, compared to its former desserts, which is now being loved by many of their customers. The company launched this product as a latest counterpart for those new products being produced by its rival companies like Chocking, which recently launched their new varieties of foods.

However, the basis of winning Filipinoloyaltyis not just lies upon the taste of the food, but more so, upon how the company values the importance of time to their customers, their status, financial capacity, and establishing a pleasant relationship with hem. In this age of commercialism, in an age where societies are depending upon the businesses of both small and big capitalists, food industry occupies the fundamental and the dominating place in the market since its nature responds to the most basic and vital need of the people - food.

Everywhere, every corner of the streets in our nation, there are presence of food and beverage establishments; establishments that played a role of great importance in the midst of an active society. In this age, where people are so engrossed by their jobs or anything that exhaust their mind, fast-food chain r mobile food services play an important aspect in order for them to managstressby experiencing an excellent dining phenomenon. Their goal is to provide the consumers with full satisfaction, starting from the time they enter into the store until they leave, according to the need of their satisfaction.

Mange Nasal was first established in the town of San Bernardino, California in 1940. Americans widely embraced their products until some branches were also established in different parts of the world. In 1981, a Filipino businessman named George Yen brought the name of McDonald's to the Philippines, and founded the first branch in Moray, Manila. Filipinos loved those varieties of products offered by the company, until branches were also launched in the Visas and Mindanao region.

McDonald's also established their own charitable institution and received its first award in 1996 for being one of the most profitable franchise in Asia. Today, the company continues in serving the Filipino people, launching a total of 460 branches nationwide. But the competition in the market is becoming more intense. Before McDonald's established in the Philippines, those growing companies such as Jollied, KEF, Tropical Hut and Man's Restaurant are beginning to gain foothold upon the heart of the Filipino.

Everyone is promising full customer satisfaction; everyone is launching their own variety of food that will surely captivate the common taste. Aside from this, new food companies begin to emerge offering some kind of foreign taste that will also suit the wants of the Filipino, such as Chocking. How then McDonald's handle this the kind of fierce competition among food industries? How they will secure the loyalty of their customers from their rivals? On the other hand, what are those indications that these customers are not losing their loyalty to their company?

This paper will discuss the current state of the McDonald's company on their buyers' point of view. By conducting interviews and gathering available

documents, the researchers of this paper presented sufficient information according to what has been required in the topic. Statement of the Problem Filipinos are well-known food lovers in the world. In fact, they have light meal times called "Marianne time", a snack break-time different from those three meals being taken each day. These snacks or "Marianne" have usually taken teens lunch and dinner, or even before bedtime and during "siesta" at the middle of the night.

Today, going to fast-food chains is becoming part of Filipinos fundamental "wants", not just because of its mouth-watering foods and delightful toppings, but because of its affordability compared with those native delicacies. Their recipes are first widely recognized since the coming of foreign food varieties in the country. Their producers are hardly competing in the market, and among them, McDonald's is building up a sphere of great popularity in an outstanding speed, becoming people's utterance more than TTS local petty counterparts, and establishing loyalty among its customers.

The aim of this paper is to define those indicators proving that some fast-food goers are now shifting their loyalty towards this American founded food company. These indicators are based upon interviews conducted both among store personnel and customers. In order to establish this aim, the researchers divided this topic into six sub-issues; a. Define the class of people who often eat McDonald's products. B. Discover the marketing plan of the company in order to win the taste of its current buyers. C. Discover the uniqueness of McDonald's products compared to other fast-food sellers. D.

Learn how the company maintains the loyalty of its customers. E. Know if the company has any other plans or strategy in order to secure customer loyalty from the future changes of competition in the market and switching taste of Filipino people. Significance of the Study Since McDonald's is one of the fastest growing fast-food chain in the country, with 400 branches already established nationwide, earning a large number Of customers ranging from the common class of people up to some rich local ND foreign food lovers, this paper will provide the readers with information on how the company acquire and maintain loyalty among its customers.

Readers should not expect any negative issues about the company's products, but rather we will discuss the bright side in terms of its market for the benefit of those who want to engage in the same food business. Other sectors that can benefit from this paper include the following; A. Society The society will know how McDonald's helps them to satisfy their hunger and financial capacity despite of their wants to taste delightful products at an affordable price.

This paper will also provide them some significant information about the quality of products McDonald's are offering to them, including total satisfaction it had promised to their customers. B. Students of Entrepreneurial and Marketing Management Discussing the marketing plan and strategy of the company would be a great help for students taking up Entrepreneurial and Marketing Management since their effectiveness was already proven in the market.

Since the company offers insufficient details about their plan and sales rate through the internet, the researchers of this paper exert all their effort to acquire some basic information through interviews conducted among the company's personnel and customers so that the students will be informed about the secrets behind the product's success despite the fact that it was just recently established compared to its counterparts. C.

**Small Fast-food Business Owners** In the midst of intense competition in the market, particularly among food industries, this paper will help those small fast-food business owners to go along with those successful food businesses in winning the public's taste. They can acquire the ideas being presented in this paper, or at least add them with their unique ideas so that they may leave any peculiar mark upon those people who bought their product.

The basic marketing strategy of McDonald's was proven to be effective, therefore adding any peculiar ideas to this strategy or some sort of ingredients to the product itself may help them to secure customers' loyalty from the future changes in the market or from the constantly changing tastes of the people. **D. Aspiring Business Beginners** This paper will help not only those who want to be engaged in the food business, but also those who are thinking a kind of business that will surely win the favor of the mass.

People nowadays are becoming more practical in terms of financial matters without dropping their desire to at least experience some sort of luxury.

Therefore, this paper will provide them such a business idea that will suit to the basic needs and wants of the common people at a very affordable price.

**Scope and Limitations** This paper aims to show those indications of customer

loyalty towards their favorite fast-food hangout despite the fierce competition among food industries.

Since the topic focused on the relationship between the McDonald's Company and its customers, it is very important to present some documents concerning the company's sales and the customers' point of view toward the products, based upon those information available through business periodicals, internet sources, and the target sales board being presented in a certain McDonald's branch. Because of this, the researchers sought the help of some employees in order to present important details in relation to the topic, because they believe that reaching the target sales of a retain branch indicates a positive response from its loyal customers.