

McDonald

Business, Company



System wide sales. They operate over 30, 000 restaurants, around 420, 000 workers In more than 100 countries on six continents. McDonald's sells variousfast food.

Items and soft drinks including, burgers, chicken, salads, fries. Breakfast meals and ice cream and etc. Objectives: 1. To be able to serve well to customers by providing best quality offoodand service. 2. To increase the business capacity to produce more foods or provide better or greater service, 3. To become better public Images of fast food. 4. To become greater brand name and Image that will Increase more franchises. 5.

To be a social responsible company and provide good returns to shareholders. Vision and Mission Statement: Vision Statement 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. Mission Statement To " be our customers' favorite place and way to eat. " Our worldwide operations have been aligned around a global strategy called the Plan to Win centering on the five basics of an exceptional customer experience - People, Products, Place, Price and Promotion.

We are committed to Improving our operations and enhancing our customers' experience. External Audit: Opportunities | Threats | 1. Growth of the fast food industry. 2. Expansion in other countries, especially in Latin America, China, and other Asian countries. 3. Increasing trend on healthy food/ products (Especially Low calorie products) approved by FDA. 4. Low price food that will attract to the customers. 5. Freebies and Discounts. 6. Conversion of other quick-service restaurants into franchises. 7. More

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playgrounds for the children in more restaurants. (should be enough space for that).