

McDonalds mission and vision marketing essay



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According to McDonald's official website, it stated that McDonald's brand mission is to be our customers' favorite place and way to eat. McDonald's brand 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.

As to achieve those aims, McDonald's Corporation had introduced " Plan to Win" strategy since year 2003 which focuses on Eight Ps: Purposes, Promise, People, Products, Place, Price, Promotion and Performance. To provide the " People" with best " Products" with best " Price" through " Promotion", McDonald's Corporation had announced the special offers McValue Lunch and McValue Dinner which had boost up the business significantly. Besides that, McDonald's Corporation are not scared to invest more money on new concept such as drive-thru(2001 in India) and nutritious healthy food menu.

McDonald's Values

According to McDonald's official website, it listed 7 Values.

We place the customer experience at the core of all we do. McDonald's Corporation aimed to provide best quality, service, cleanliness and value (QSC&V) for each and every customer for every moment.

To provide the customer a better welcoming environment, Jim Skinner, the ex-CEO of McDonald Corporation renovated thousand of stores around the world and enforces the tougher cleanliness standard that all stores must followed during the last 10 years.

We are committed to our people. McDonald's Corporation provide opportunity, nurture talent, develop leaders and reward achievement as they

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believe a group of well-trained human power will is essential to their continued success.

They provides training, management opportunities and curriculum for employee and managers. McDonald Corporation also trained the newcomer or newbie through crew development program. Futhermore, they will give reward for the top-performed employee that chosen every month and year at stores around the world. For example : last year, McDonald rewarded its top-performed employee by giving them the opportunity to be part of the London 2012 Olympic Games.

We operate our business ethically. Sound ethics is good business.

McDonald's Corporation conducts their business to high standards of fairness, honesty, and integrity.

We believe in the McDonald's System. McDonald's had depicted by their " three-legged stool" of owner/operators, suppliers, and company employees, is their foundation and balancing the interests of all three groups is key.

" Three-legged stool" of owner, suppliers, and company employees introduced by Ray Kroc are the foundation that operates McDonald's System. This system is used to balanced the needs of employer, employee and supplier to avoid supplier overpower and affect their raw material costs. This system also manage to ensures that their food such as burgers, fries and beverages tasted the same in every stores which are important in maintaining their good international image.

We give back to our communities. We take seriously the responsibilities that come with being a leader. We help our customers build better communities, support Ronald McDonald House Charities, and leverage our size, scope and resources to help make the world a better place.

McDonald Corporation took seriously in helping their customers building better communities and give the next generation a better life. In 1981, the first Ronald McDonald's House was opened by McDonald Corporation in New York City, US. The Ronald McDonald House(RMHC) is an independent non-profit organization who committed the mission to provide comfort, safety and advocacy for families with critically ill or injured children. Every year, McDonald will held an event named " McHappy Day" which a percentage of day's sales go to the Ronald McDonald House fund. This event had raised 20. 4 and 20. 8 million respectively in 2009 and 2010.

We grow our business profitably. McDonald's is a public corporation. As such, we work to provide profitable growth and return for our shareholders.

Based on the annual report announced by McDonald Corporation, announced that they manage to achieve revenue of USD 27. 006 billion(increase by 12% compare to 2010), operating income of USD 8. 53 billion (increase by 11% compare to 2012) and a net income of USD 5. 26 billion(increase by 11 compare to 2010) in year 2011. Those figures has push McDonald Corporation to become the world largest chain of hamburger fast food restaurants.

We strive continually to improve. McDonald's are a learning organization that aims to anticipate and respond to changing customer, employee and system needs through constant evolution and innovation.

From years 2010 to 2011, McDonald Corporation had increased their total number of restaurant by 773(from 32737 (2010) to 33510 (2011)) which is a scary amount to be mentioned. Besides that, they have introduced many new foods into their menu worldwide and start to introduce healthy food such as salads into the market. As example, McDonald Australia had just released their new Serious lamb burger recently.

McDonald's Major Goals

In the next few years, we aim to advance our balanced, active lifestyle efforts by:

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Continuing to develop new menu offerings that provide our customers with a range of choices that correspond to their needs and preferences and can fit into a balanced diet.

McDonald's develop additional vegetable, fruits or low-fat dairy choices and will be roll out over the next few years. For example, McDonald's changed from the Apple Dipper (included caramel dip) to Apple slices (Apple without caramel dip) in the Happy Meal for balanced diet.

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Develop more Happy Meal choices, including new entrée offerings and non-carbonated beverages without added sugar.

In the month March of 2012, McDonald's had launched their new Happy Meal which includes Apple slices, a kids size fry and several option of the non carbonated beverages such as fat free chocolate milk, low fat white milk or apple juice. While the examples of several new entrée are CheeseBurger and Fish McBites can also be included into a Happy Meal.

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Sticking to our timetable for phasing in our new nutrition information initiative for core packaging items.

McDonald's develop a mobile app in 2011, this app will view the detailed nutrition information for every packaging items. To date, there are approximately 290, 000 people had downloaded the McDonald's app.

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Continuing to assess, listen, learn and evolve our policies and marketing and communication practices so that we can continue our special regard for young people.

From August 2011 to July 2012, members of McDonald's management team participated in 12 listening tours stops. The Listening tour audiences were comprised of parents, nutrition experts, college students and customers. The Listening Tour was conducted through blogger conferences, nutrition conferences and online via @McDonald's Twitter chats.

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Expanding our engagement with experts to ensure that we are guided by the best scientific information and insight.

From the month of January through July of 2012, McDonald's has met with the Global Advisory Council (GAC), a group of 12 independent and international nutrition, health and food science experts twice. The meeting was conducted to discuss how McDonald's could do to strengthen their commitments to nutrition.

Part 2. c. Significant Strategic Error Over The Last Decade

McDonald's Banned Coloring Apple Pies

In 2003 and 2006, McDonald's food product, apple pies had been recalled due to the food coloring called Azorobine contained in apple pies which are unauthorized under Japan's food sanitation law. McDonald's company said that it is not a harmful substance and they will give out vouchers to all the customers who bring the food product or receipt. They also defended that customers from European Union and Australia who had took apple pies which contain the Azorubine without any ill effect. (Azorubine may cause allergic reactions, nettle rash, skin swelling and is very danger to asthma patients.)

As the CEO and the managers of the McDonald's, they should acknowledge that the Japan did ban the coloring agent and avoid to uses the same coloring agent again. CEO decisions of try to prove that the coloring agent is harmless by using the coloring agent is meaningless and strike their international image heavily as they have quite a lot of issues of healthy and ethical nowadays.

McDonald's Food Hygiene Problems

A female customer found a dead rat under a large lettuce leaf in her shared salad at Southlake McDonald's in 2006. McDonald's company has not yet to

respond and apologize to the customer. The blood and stool samples of the customer are repeated testing in the last five and a half month. The customer has tested negative for any illness and sued McDonald's company for around \$1. 7 million for the dead rat in her salad and response of McDonald's to the incident. McDonald's was uncooperative during the process of the litigation.