

History of mcdonald in kampar, malaysia essay



**ASSIGN
BUSTER**

McDonald, I believe that it is a very familiar word for every children and adults in this world. It is one of the favorite fast food brands on the Earth. But with the increasing in the numbers of the populations, the long queues in everywhere have become an trend of our life. There is hardly to find a place where a queue is not seen. This phenomenon always happens in fast food restaurant, especially during the lunch time and dinner time. Queueing theory is one the way to analysis the situation. It is the mathematical study about the queue. It allows us to analysis the queues and making prediction for the time of waiting and service.

So I may apply this on the McDonald Kampar. Back to history, the first McDonald in Malaysia opened at Bukit Bintang, Kuala Lumpur on 29 April 1982. Current in Malaysia, McDonald has more than 200 franchises and expanded 20 - 25 shop annually. In this project I will investigate the waiting time and customer scarification level of McDonald Kampar. McDonald Kampar was opened on 14th October 2010. It was under a company - Golden Arches Restaurants Sdn. Bhd. The existing of the McDonald in Kampar was opened a new pages for the history of Kampar.

It located at sebahagian Lot No. 26028, JalanBatuSinar, Taman Bandar Baru Kampar, 31900 Kampar. It was the first drive through fast food restaurant in Kampar. Most of the student in Kampar was like to go to McDonald, it was a nice place for student to have a group study. When in lunch time, dinner time or special offer, we can see a long queue will exist in front of the counter. Based on this, we can see that Kampar citizen like to having their meal in McDonald Kampar. That is the reason that Macdonald can be a good investigation placed about the formation of the queue inside the restaurant.