

Example of mcdonald's corporation essay

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



__ June 2015 (date)

McDonald's is one of the world's largest multinational companies operating almost in all countries of the world. Its success is very significant and exciting and many companies learn from them. The company is working for many decades already and its profits are constantly increasing. At the same time, McDonalds pays much attention to Corporate Social Responsibility and ensures ethics of its business all around the world.

Organizational Structure

The executive organizational department areas of the McDonald's are as follows: the chief executive officer, chairman and the chief operating officer are at the top. Further, there are the following departments: corporate affairs, human resources (manages everything related to employment in the company), marketing (promotion and advertising), national operations (manages local activities in different countries), finance, regional managers, strategic planning, and information. There are also other departments within the company, such as legal, franchising, customer services, hygiene and safety, security, construction and property, restaurant services and supply chain (ensures supply of the products and services for the company).

McDonald's organizational structure is presented in Appendix A.

McDonalds is among the world's biggest food chain companies and has a lot of advantages in its organization that make possible for it to create a functional structure. Approximately 40 million clients visit the company's restaurants each day. McDonalds has more than 30. 000 subsidiaries in 120 countries worldwide including Brazil, Canada, France, Germany, UK, Australia, Japan, and the U. S. About 80% of its revenues come from the

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above-mentioned countries. One of the company's greatest missions and strengths is to create in the people's minds an image and introduce them to the culture of fast food. McDonalds operates with great speed of delivery, cleanliness and customer care.

Brand mission of McDonald's is to be their clients' favorite way and place to eat. The company's worldwide activities function in accordance with a global strategy that is called the Plan to Win that center on the unique client experience (People, Place, Products, Promotion and Price). McDonalds is committed to constant operations improving and enhancing their clients' experience.

Internal Culture of the Corporation

Values of McDonald's:

The company places the customer experience at the top of all its activities.

The clients are their existence's reason;

The company is committed to its employees. They create opportunity, develop leaders, nurture talent and reward achievements. McDonald's supports diversity within the company;

The top executives and other employees of the company trust in the McDonald's System. Business model of McDonald's, similar to " three-legged stool" that includes suppliers, owner/operators, and employees, is its foundation and the key is balance between the interests of those three elements;

McDonald's operates its business ethically;

The company gives back to its communities. The responsibilities that are associated with being a leader are taken seriously;

McDonalds increases profitably of its business;

McDonalds strives to improve continually;

The company has a Matrix Organization in its restaurant and senior top management level.

The employees' duties descriptions in McDonald's are the same for different countries. Some of them are as follows:

A Member of Crew has three main tasks: customer service, cleanliness and hygiene and food preparation. Good skills of customer service are important to the way employees do job at McDonald's. A member of crew is expected to provide clients with an accurate and quick service and express attention to their personal needs. Food cooking and preparation the wide range of meals that McDonald's offers, requires using different tools and equipment. Hygiene and Cleanliness needs training in order to stick to the high standards of the company. Before employees begin to work, they study how to use many chemical cleaning products and cleaning utensils as well as the correct protective devices (McDonald's, 2013).

Restaurant Manager. Duties and responsibilities: the outlets cannot operate well by chance, but it is due to the store managers who control and manage all operations in the restaurant. They manage staff (around 75 workers per restaurant), and also Managers are in charge of optimizing restaurant management, controlling profitability, and improving sales.

Restaurant Manager's Profile:

- Possesses leadership and managerial qualities;
- Autonomous individuals who can take an initiative;
- Well-organized person;
- Disciplined, self-controlled, and highly driven (McDonald's Malta, n. d.).

Organizational Trade Policy

McDonald's international policies include recruiting people who possess a positive approach towards clients, other employees and themselves and that are capable of highest standards of quality, service and cleanliness delivering to the company's customers; employing local employees as much as possible; ensuring diversity while employment; providing a safe, clean, enjoyable and healthy working environment; providing development and training for all workers, and etc.

The company complies with all regulations and laws wherever it is operating. Almost each country prohibits processing offers of anything of value or payments to government officials, candidates or political parties in order to retain or obtain business. The company never pays fees or commissions to dealers, agents, distributors, consultants or finders that are used as a kickback or bribe. As a company based in the U. S., a number of U. S. laws apply to McDonald's business both outside and inside the country (Standards of Business Conduct, 2011). Also McDonald's respects the labor legislation in different countries and ensures good and safe working environments for its employees.

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Appendix A

McDonald's Organizational Structure