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McDonalds Corporation Mission and Vision

It is well known that McDonald's mission is not as different as other fast food restaurants or food chains in the globe. McDonald's major mission is to become the customer's favorite place and their way to eat. McDonald's values which act as a reflection of the experience expected by the customers into a McDonald fast food joint despite its location define more clearly the common and broad mission statement. The mission is describes by some of these values including placing their customers experience at the centre of what they do, McDonalds is committed to the people, They believe in themselves, McDonalds believe in giving back to the community, McDonalds operates their businesses ethically, the corporation grows its businesses profitably and finally they always strive continually to improve. The mission is found in the following website <http://www.mcdonalds.com>.

[my/about/corpinfo/mission.asp](http://www.mcdonalds.com/my/about/corpinfo/mission.asp)

McDonalds Vision

The vision of McDonalds is to become the globe's best fast food or quick service restaurant experience. This is through the provision of outstanding service which is of quality, value and cleanliness in order to ensure every customer in every restaurant holds a smile in their faces.

Criteria for Evaluating McDonalds Corporation Mission Statement

In order to evaluate the mission statement for McDonalds Corporation, we will use the following criteria which will include answering the questions below.

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Products and services

McDonalds Corporation has always done its best in delivering quality customer service by maintaining cleanliness and contact with customers. The company's first priority all through has been to make the customers comfortable and give them an experience that they will not experience in other first food chains. This marketing strategy has worked well for the company since its formation and it is a strategy that has clearly shown great success over the years. Quality customer service has seen the company build its reputation globally thus helping the corporation to become an international brand that is well recognized worldwide. However, apart from delivering effective and efficient customer care services, the corporation has also ensured that its products are of good quality compared to those of competitors. This has been through provision of quality, variety and healthy foods and beverages to their clients and also going with the market trends in order to impress their customers. This has seen the company implement a current global strategy which they call " Play to Win" that is designed in creation of a consistent and excellent experience to the customers in the McDonalds restaurants.

Customers

McDonald's mission statement easily describes their target market. This is because the company has created and developed their restaurants in designs that generally attract teenagers a lot and places they see convenient for their meetings. Their products and services easily attract the middle aged group mostly the people in colleges, high schools, universities

or even early starters in the career world. This clearly then shows that the middle aged generation is the major target for the company especially due to the foods they offer which include burgers, pies, hotdogs, beverages and others. All these are foods that attract the younger generation a lot compared to other forms of foods available in other restaurants.

Self-Concept

McDonald's mission statement clearly defines that they want to provide their clients with comfort, luxury, freedom, variety, value, quality and so many other needs. A customer is a person who's needs and preferences change with time and also regarding with the market trends. Therefore, it is very important for a company like McDonalds to keep up with the new trends and styles in the market in order to maintain the existing clients and also to attract new ones.

Concern for Public Image

McDonalds Corporation has done its best by coming up with new strategies frequently in order to maintain and attract new clients. This has been through changing their flavors for their existing products, introducing new products, improving on their customer care services, reducing their prices and others. All these strategies have enabled the company to still remain among the top first foods restaurants in the world and create a good public image.

Markets

The mission has well stated how the company will serve its markets. For the company to ensure that their place is where the customers want to be, it means that they have well carried out their marketing research in order to have a clear and direct understanding of their target market. McDonalds has always been a success in many countries that they set out their business. The company has always considered the internal and external effects that might affect the business in various locations where they set up their businesses.

Concern for Employees

They always try to learn the needs and wants of their employees and customers so that to deliver quality products and services according to their needs and at the end of the day they ensure that the place becomes the customer's favorite joint. This has enabled McDonalds to get closer to their vision of becoming the best fast food restaurant in the whole world since they ensure that their friends are well motivated which is a means of adding the sales. Every day the company is nearing its vision and still working so hard towards it.

Technology

The Current market has become so competitive and requires a lot of aggressiveness in order for a business to survive and make sales.

McDonald's mission is perfect and fits well in the current dynamic market.

The aggressiveness in which the corporation has worked in order to acquire such great success indicates very clearly that they are heading towards

achieving their vision. This is also through the use of modern changing technology that the company keeps on updating in order to give their customers the best.

Concern for Survival

The mission statement is based on the company's strength however; many people believe that McDonalds is a company that can achieve more if the right strategic leadership is carried out. Many people believe that the company would have reached its vision decades ago if the right strategies have been applied and the right leaders would have been used. However, the company so far has reached a good point compared to most of its competitors. This is true considering the different varieties the restaurants have been able to provide to its customers and the level of service they have provided which cannot be found in so many other areas. Sooner or later their vision will be accomplished if the competitors continue lagging behind.

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