

McDonald marketing plan assignment

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Our group selected a popular fast food restaurant company; McDonald restaurant (Hong Kong) Limited; McDonald was a neighborhood restaurant established in USA, in 1955. The first McDonald was established in Hong Kong in 1975 and offered customer the American Big Mac Meal and located at Paterson Street, Causeway Bay. Mission of McDonald: “ To be our customers” favorite Place and way to eat with inspired people who delight each customer with unmatched quality, service, cleanliness and value every time.

Company Objectives: * Easy accessibility of product and services to the customer * Easy accessibility of roving essential services and value-add services * Easy complaint handing process * Covering whole target market

Sales Objectives: * To increase sales by 40% in upcoming 6 months * To

increase brand awareness among non-existing clients The Strengths of

McDonald: * It is worldwide fast food restaurant while having huge on its competitors * It is market leader in both domestic and international markets.

It has been facing long term economic growth and is taking advantage by expanding itself globally * It aggressive marketing plans has enabled it to

capture every next market segment which it targets. The Weaknesses of

McDonald: * Market saturation has made the expansion difficult for

McDonald’s * The health food control have been effective McDonald’s image.

The Opportunities of McDonald: * It can make its outlet chains better and more attractive for new customers by giving value services like internet

access * International expansion is still available as an opportunity for

McDonald * Product innovation is another big opportunity which McDonald’s

can catch The Threats of McDonald: * It is open to the alterations in the

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worldwide economy. * Fluctuations in foreign runners rates are also a big threat for McDonald's Who are competitors? Top Companies like KEF, Burger King Corporation and Hosanna are serving as major competitor of McDonald.

Target Customers of McDonald: Geographic; Country region : Chinese City Size: Seven million Demographic; Age: from 4 – 28 Gender : Both Gender Family Size: 3 – pup persons Family life cycle: all range of married with children Income: HAS\$8, 500 and over Occupation: Student Education: High School Cryptographic; Social class: working class Lifestyle: like fast food and simple Personality: outgoing Occasions: Student, hard worker and teenage. Positioning of McDonald: Positioning is a process of creating an image in the mind of consumers by which consumers can understand the uniqueness about our product when compared to competitor's product.

In Hong Kong positioning of McDonald has been directed as a Family restaurant. Then they started positioning according to the kids as well by introducing new advertising of toys with their products such as “ Happy Meal”, Nowadays youngster and working people are so use to get their meal fast, so McDonald start target them and try to position McDonald's as a place for all. Product Line: There are 7 Product Line in McDonald as below: Burger, Snack, Drink, Dessert, Salad, Breakfast and Rice.

We selected the product line; Rice for our marketing plan and in this product line has product which choose the Karakul Beef on Rice. It was the main item promoting when the product announce out. Quality: McDonald has their Quality Assurance Department to control their quality; therefore they will make decision on quality and supplier of the ingredients. Each product have

their own quality control file, all the shop manager will be study and go for train on he quality control of the product, then the shop manager will be train and give inspect the product quality at their own shop.

Kari Beef on Rice has been used the best ingredients such as: The rice from popular rice country Australia, the beef from select the best beef patty country USA and the flesh vegetable will delivery from our local market every day to all the shops. Design: This product has been designed a very health tasty good. Attached the design and outlook of the product: it show the size of the product is fit one person dinner and easy pack it as take away. Brand name: : pm It's Mac time " Rice Fun Bowl" Packing ; Labeling: As usual McDonald has been used the card paper box to serve it.

This product designed to use dark blue color, it stand for the serve time only from pm until 4: AMA. Attached the design and outlook of the product: it show the size of the product is fit one person dinner and easy pack it as take away. Size: This is food product, so we will base on the packing size : exam Warranty: McDonald serves it in hot, the customer will be warning about it and the rice mixed with corn so it might suck for eldest and youngest. Replace / Return ; Refund: During food item is no refundable.

When customer found out the food have problem, they must need to hand to the counter proof the matter of the food. McDonald able to replace other product or return a new same product to customer. For complains from customer, McDonald will listen and help to serve the best for customer. But the customer has to proof the problem of the product in reasonable matter. Pricing Price: HIKED. O/set (one beef rice box ; jazz soft drink) Discount: -

Company has offer some value meals ; value picks items ; food are available after 1 lam for customer. E. G. HIKED. O of McDougal, HIKED extra value meals Allowance -If medium fries ; medium soft drink change to large fries ; large soft drink Just increase HIKED. O of upon any purchase of any extra value meal. – Sometime the morning newspaper had attached the discount coupon. -Sometime to buy which meals then free to give the Coke glass cup. Payment period/credit term: -Customers need to take the order and give the payment first, and then the staff will take all food on the dish. Payment method: -Pay the cash -Octopus card -Visa card, -PEPS

Price level: If base on Kentucky Fried Chicken (KEF), their price is HIKED. 90/set (BPCS chicken, one small mushroom/chicken rice ; jazz soft drink). If base on Hosanna, their price is HIKED/set (beef bowl rice ; jazz Soft Drink). Base on the price of these two company with McDonald, then McDonald price is low than these two company. Distribution Channel: 236 store , Mac Delivery , Web site Coverage : * Hong Kong location * New Territories location * Kowloon location * Island location Assortment : 04: O-11 Breakfast Menu , Phone APS 1 1 Regular Menu Dinner Menu Doleful Menu –

Location: 236 store Inventory : Rice Wed , Sat Delivery Brief Moon , Thru , Sat Delivery Vegetable – Moon , Thru , Sat Delivery Corn – Moon , Thru , Sat Delivery Boxes – Moon , Thru , Sat Delivery Regular Menu Folk ; Spoon – Moon , Thru , Sat Delivery Burger – All Sandwich * Brief Burger (hamburger , Cheese burger , Big Mac , Double Cheese burger , Big ; Taste burger) * Chicken burger * Sausage burger * Fish burger Snack – Mining , Nuggets , Pie , Fries Rice – Chicken Rice , Brief Rice Mice burger Dessert – Chocolate / Strawberry Sundae , Chocolate / Strawberry Shake Drink –

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Coke , Faint Sprite , Pear , Milk , Coffee , Tea, water, Hot Chocolate Salad – Salad , Corn Breakfast- hot cake , Paste , big breakfast Promotions

Advertising -Sometimes known as “ above the line” activity. Key objectives of advertising are to make people aware of an item, feel positive about it and remember. -McDonald’s slogan is “ Million’ it” and logo is yellow “ M”. -They had done TV, Online advertising, using poster outside the shop window and in the press for example in newspaper and magazines. -Also, Packaging advertising such as employee’s uniform, paper bag, tableware etc.

Public relations -Building good relations with the company’s various publics by obtaining favorable publicity, building up a good corporate image. They actively participate in community activities to support those in need. -Donor relations/Sponsoring for example The House that love built “ Ronald McDonald House” is a short term residence for families, while their seriously ill children receive medical treatment. -Event marketing for example Run for fun, run for love “ CITATION”, at 2012, 4, 000 participants put into practice and help raised \$million funds for Ronald McDonald House.

Sales promotion -Short term incentives to encourage the purchase or sale of the product. -Coupon in newspaper that gives buyers a saving when they purchase a specific product. Price pack that reduced price for some \$21 packages, \$9 burger, \$5 fries or \$5 drink. -Advertising specialty for example cola glass cup, packets, or useful article imprinted with McDonald’s name. -VII program such as “ Fun Club”, “ Mother Club”, provide other awards for the regular use of a certain product. Personal selling -Personal presentation by the firm’s sale force for making sales & building Eng-term customer relationship. McDonald team is the largest and best-known global food
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service retailer which provides you a clear career path and step-by-step training. -Sales team structure -Duties & responsibilities of different members for example: -Store Manager measuring external customer satisfaction, implementing and conducting new products, ensuring food safety. -Crew producing quality food for customers according to specifications, serving value-added products to customers. Direct marketing -Messages can be prepared quickly and tailored to appeal to specific customers. Face to face selling by sales team members. Catalogue marketing for example print made available in stores, newspaper or presented online. -TV marketing to publicizes new products or any price off food. Online marketing -McDonald's website is [http://www. McDonald's. Com. Has/English/index. HTML](http://www.McDonald's.Com.Has/English/index.HTML) -We can found " Flash promotion", Company Info, Careers, Eat Smart, MacAfee, 24 hour Incisively, Party, Member Information, Brand Trust, Healthy Living etc. The Kari Beef on rice is not doing well in the market. There were few comments; 1. This product line only sales after 6: pm. . -eve comment of the taste, design and packing, size of the product. . The product price is not attractive 4. Price Set of combo is too much 5. The product line promotion was not enough. Recommendations During McDonald is young teenage favor restaurant for their new product it should also start selling from 11 : Moa to mid-night. They can attract high school teenage and might give more promotion for the parent's; they may take their kids to try on it. About the taste, the beef patty is using as same as Big Mac's beef patty, this was the main comment from customer. To serve with rice, it should use more fresh ingredients such as real beef mice mix with onion.

Even beef mice come from local, it would be fine. Another comment of the taste was the sauces; now is using the Kari sauces only. It may be limit of choices; most of the people they would like to choose their only sauces. It could create few sauce such as: BBC, Black Pepper, and Kari. Design and Packing: As our first comment; the serving time changed to 1 1 : Mom. They could serve the Beef mice in pieces instead of cut it in half, mixed the rice vegetable could be color gettable as carrot. Peas and corn. And main color of the hole image could change to as green or light green, it will make the feel of the product more healthy.

Packing; when customer eat at the shop, it could serve it on a plastic plate relative to the image color or also for take away customer; could serve regular paper box with recyclable plastic plate inside, it will much better for the sauce able stay with the foods. Customer will less request extra plastic tin for the sauce. Size: Mcdonald could make it in two sizes; one is the regular size as usual and other is rage size may be rice and broccoli will be one double more and add one more beef mice. It will suit for all gander or age range people need.

Price: Although the price of Kari Beef on rice is lower than our main competitors Hosanna, but compare the size of the problem. When two size of the product, it could create the price for one same as Hosanna and the size of product and the other may be keep as the same. On the other hand, the combo of the product was fixed set and the price is not competitive. It might allow customer exchange the soft drink to soup or add reasonable price to add soup or chicken wings. To be more interesting for customer, it could make buy 2 item and get pieces of chicken wing.

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Distribution: * Design more takes order ways for customers such as Online website, Mobile APS to take order. Promotion: * Push the promotion rate HIKED. 00 as value meal but set the time limit maybe around two month or three month. Then customer will interest to try the rice. * If can buy the food total amount HIKED. 0, then free of charge to give the small rice box for customer try the taste & bring about customer to know this rice. * Make the coupon regarding this rice on the newspaper, and then customers have interesting.