

Tactical plan essay sample

[Media](#), [Advertising](#)



Product: In order to meet these changes, McDonald's has introduced new products and phased out old ones, and will continue to do so, diversified product range focussing more on the vegetarian products. Price: customer's perception of value is an important determinant of the price charged. The danger of using low price as a marketing tool is that the customer may feel that quality is being compromised. Promotion: Advertising is conducted on TV, radio, in cinema, online, using poster sites and in the press for example in newspapers and magazines (to stop the inaccurate news regarding with the negative effects to the economy and the lives of some of the Malaysians) Place: McDonald's outlets are very evenly spread throughout the cities making them very accessible + Drive in and drive through options Control & Contingency Planning

Using sales graph to measure how successful we are.

We will provide every employee from the outlets for a training course in order to fulfill the objective set by our company. We will try to disseminate the process of making McDonalds foods in order to prove that there is no allegedly contributing funds to Israel. Reduce the frequency of the advertising, and do some research on which advertising channel is the best to advertise their promotions and focus more on the advertising channel. Promote the vegetarian meals with add on a sundae cone which attract the customer that think the meals is valuable and they will get interested on it and try it.

Tactical plan

Product: Differentiation of products' ingredients used and show in the packaging of their products Price: Affordable price that most of people able

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to afford

Promotion:

Advertisement: TVC - create an advertisement that show the ingredients used is free of Melamine. It should be show in the golden hour such as 7-9 pm. Advertise new method of production in Social media and Youtube - almost free Control Plan

A. Authority Parties

- To gain reputation and evidence of safety
- reputable HACCP certified company
- Agri-Food and Veterinary Authority of Singapore (AVA)

B. Sales Management

- analysis sales report

Contingency Plan

A. Banned the import of ammonium bicarbonate (used in making the biscuits and which had been found to contain melamine) from three factories in China. to ensure the safety of resources come from

B. Reuse the raw material

- use the material on another product