

McDonald's 4 value propositions (QSCV), consistent since 1955



Quality

- Standard menu structure
- Consistent taste
- Familiar smell
- Recognizable logo



Cleanliness

- Assembly line production
- Food hygiene



Service

- Fast served food
- Multiple stores
- Accessible locations
- Family-friendly outlets
- Friendly service



Value

- Everyday value deals
- Set meals
- Low prices through:
- Economies of scale
- Franchising model
- Real estate ownership

Digital competition challenges 2 of McDonald's 4 value propositions

3 broad categories of digital F&B apps



Standalone
F&B apps



Platform
F&B apps



Payment
apps

Compete with McDonald's values of "service" and "value"

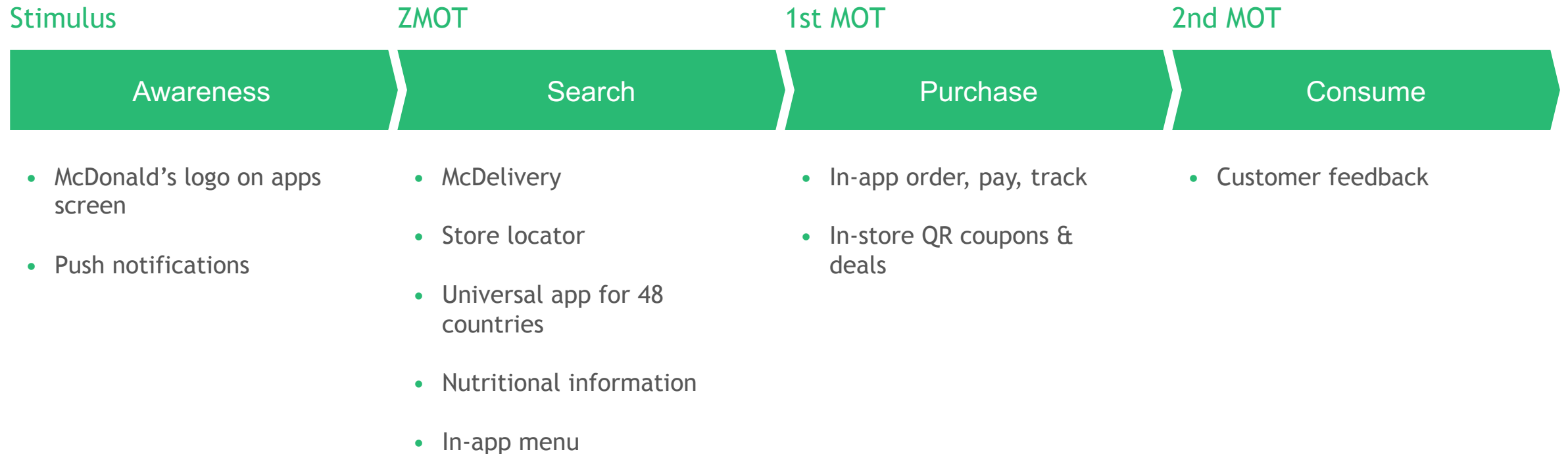
Service

- Food on demand
- Geolocation
- User-friendly designs
- Improved food service
- Versatile payment methods

Value

- Lower switching costs & easier comparisons between competitors
- Customer loyalty programs
- Discounts & promotions

McDonald's develops global app, to compete at Zero Moment of Truth (ZMOT)



McDonald's focus was on Online-to-Offline (O2O) conversion

		Key Performance Objectives			
		Purchase Frequency (Traffic x Conversion)		Ticket Size (\$)	
Sales Channels	Online	<ul style="list-style-type: none"> Deals / promos McDelivery 	<div>Order winners</div> <div>Offline consumers</div>	<ul style="list-style-type: none"> Deals & promos 	<div>Cross / Up selling</div>
	Offline	<ul style="list-style-type: none"> Deals / promos Logo branding In-app menu Stores locator Nutritional info 	<div>Order winners</div> <div>Entice consumers</div> <div>Facilitate decision making</div> <div>Improved offline presence</div> <div>Healthy consumer market</div>	<ul style="list-style-type: none"> Deals & promos 	<div>Cross / Up selling</div>