
A STUDY ON
MARKETING STRATEGIES OF MACDONALD'S IN INDIA
AT Bhopal

A Project Report Submitted to LNCT, Bhopal

In Fulfilment for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

SUBMITTED BY **Arpana Singh**

Enrolment No:- LNCABBA11004 Under the

Esteem Guidance of

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STUDENT'S DECLARATION

I hereby declare that the Project Work with the title "**CUSTOMER SATISFACTION TOWARDS ONLINE FOOD DELIVERY APPS**" Submitted by me for the partial fulfilment of the degree of B.B.A (H) under the LNCT Bhopal is my original work and has not been submitted earlier to any other University [Institution for the fulfilment of the requirement for any course of study.

I also declare that no chapter of this manuscript in whole or in part has been incorporated in this report from any earlier work done by others or by me.

However, extracts of any literature which has been used for this report has been duly acknowledged providing details of such literature in the references

Name – Arpana Singh

Roll –

ACKNOWLEDGEMENT

I would like to convey my gratitude to the LNCT University for giving me an opportunity to indulge in this intellectual learning process of Entrepreneurship Development and Project Planning in order to help me in preparing my Project Reports. This will give me an impetus to take self-employment in future. I am deeply indebted to my supervisor whose help, stimulating suggestions and encouragement helped me in all the time of research for and preparation of this project. I gratefully acknowledge her contribution and convey my sincere thanks to her for guiding me. This project gave me a great learning experience.

OBJECTIVES OF THE STUDY

1. Analysing various aspects of Marketing by McDonald's.
2. To study in brief about the nature and types of customers of McDonald's.
3. To estimate the future trends of McDonald's in the Market.
4. To know various trends in Marketing.
5. To get the customer feedback on McDonald's

PREFACE

As the part of the BBA curriculum and to gain practical knowledge in the field of marketing and brand building we are required to make a report on “MARKETING STRATEGIES OF MACDONALD’S”. The basic idea of this project is to make us aware about the fields of marketing and the tools and strategies needed for building brands.

In this project, I have conducted survey, used various graphs and analysed the collected data with the help of different MS Excel tools.

Doing this project helped me to enhance my knowledge on BRAND AWARENESS, INNOVATIVE MARKETING STRATEGIES AND LEADERSHIPS that is needed to develop a brand taking the success of brands to zenith. This project also helped me to interact with local people and find local preferences among the common people.

CERTIFICATION

This is to certify that major project report entitled “MARKETING STRATEGIES OF DOMINOS” submitted by Aparna Singh has been carried out under the guidance of Prof Hemant Shrotriya Sir department of business administrative. LNCTU Bhopal in session 2022-2023, it has been found to be satisfactory and hereby approved for submission.

Prof. Hemant Shrotriya
(Project Guide)

• **RESEARCH METHODOLOGY**

The Quality & Reliability of research study is dependent on the information that is collected in a scientific and methodological manner. Scientific planning of designing of research method is a blue print for any research study. therefore proper time and attention should be given in designing the plan of research. Efficient design is that which ensure that the relevant data are collected accurately.

The researcher has to think about what procedure and techniques should be adopted in the study. He should arrive at the final choice by seeing that methodology chosen for project is the best one, when compared with others.

DATA COLLECTION

➤ Primary Data

In Primary Data collection, you collect the data yourself using qualitative and quantitative methods. The key is the data you collected is unique to you and your research.

Collection of primary data includes Questionnaires, observations, surveys, etc.

➤ Secondary Data

Secondary Data is one type of quantitative data that has already been collected by someone else for a different purpose to yours

Includes data supplied by a marketing organization, or any other source you can simply report this data in its original format as to support or evidence for your argument. you can also use this data for data analysis or re-interpret it for a different purpose

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CHAPTER

01

INTRODUCTION

INTRODUCTION

McDonald's Corporation is the world's largest chain of fast-food restaurants.

McDonald's Corporation is one of the most successful global restaurant chains in the world. They adopt effective management and global expansion strategies to enter new markets and capture overseas fast food market share. McDonald's has made this huge success possible with its best practices in the global food industry, international growth trends and challenges, and various lessons learned from expanding abroad. This shows how McDonald's builds customer and brand loyalty for its products and services.

In 1937 Brothers Dick and Mac McDonald open a hot dog stand called the Airdrome at the airport in Monrovia, California & in 1940 the brothers move the Airdrome building to San Bernardino, California, where they open the first McDonald's restaurant. Although McDonald's did not invent the hamburger or fast food, its name has become nearly synonymous with both.

McDonald's Golden Arches logo was introduced in 1962. It was designed by Jim Schindler and resembles the new arched logo that flanks the restaurant. He merged the two golden arcs into the famous "M" that is now known all over the world. Schindler's creation was an evolution of the stylized "v" logo designed by Fred Turner, and was intended to be a sleeker corporate logo than the Speedee chef image previously used.

In 1968 the McDonald's name was added to the logo.

With 31,886 restaurants worldwide, McDonald's serves Big Macs, Chicken McNuggets, salads and french fries. Most restaurants offer drive-thru service and some suburbs have outdoor playgrounds for children. About 70 percent of McDonald's restaurants are operated by independent franchisees. The United States is saturated with restaurants, and most new McDonald's restaurants are now opening in Europe, the Middle East and Asia.

HISTORY

The first McDonald's restaurant was located in San Bernardino, CA in 1954 and operated by two brothers Dick and Mac McDonald. Ray Kroc, a milk shake machine salesman, thought the restaurant was great and purchased the rights from the brothers. Kroc opened his first McDonald's restaurant in Des Plaines, IL in 1955 and preached cleanliness in restaurants. McDonald's would grow quickly as it signed on franchisees to open restaurants around the country. McDonald's would go public in 1965.

The Big Mac was introduced system wide in 1968 and was the brainchild of Jim Delligatti, one of Ray Kroc's earliest franchisees, who by the late 1960s operated a dozen stores in Pittsburgh. The Egg McMuffin was developed by owner operator Herb Peterson in 1973.

Today McDonald's is the worlds largest fast food chain serving 47 million customers daily, McDonald's is now one of the most valuable brands globally , worth more than \$30 Billion. Though the Company has roots in the US, McDonald's today has become an ACCEPTED CITIZEN OF THE WORLD,



FRANCHISEES

Franchising refers to the methods of practicing and using another person's philosophy of business. The franchiser grants the independent operator the right to distribute its products, techniques, and trademarks for a percentage of gross monthly sales and a royalty fee. Various tangibles and intangibles such as national or international advertising, training and other support services are commonly made available by the franchiser. Agreements typically last five to twenty years, with premature cancellations or terminations of most contracts bearing serious consequences for franchisees.

McDonald's does business in more than 30,000 restaurants in 119 countries around the world serving 47 million customers each day. In many countries around the world it does not have a presence and its current strategy is to focus on the markets where it does not do business. No firm date has been established for the opening of new markets. In certain markets McDonald's

have a presence but it is not seeking franchisees and it has included instructions regarding those markets. McDonald's sincerely appreciate the customers expressed interest in McDonald's and their continued patronage of our restaurants.

CHAPTER

02

MARKETING STRATEGY

INTRODUCTION OF MARKETING STRATEGY

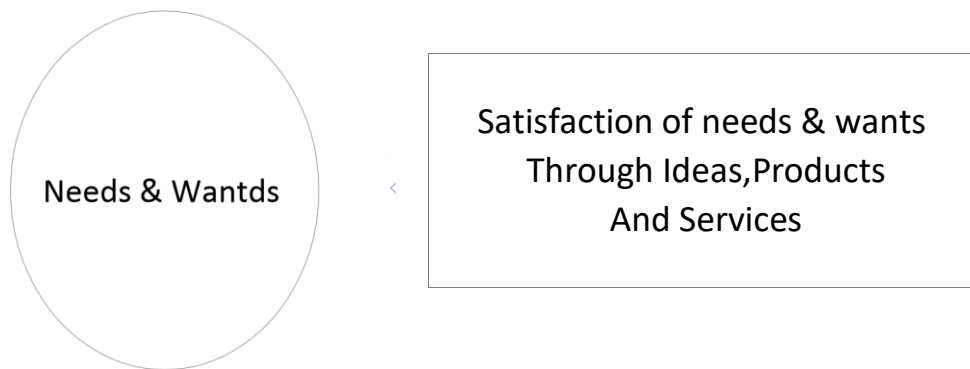
Marketing strategy is very much important for developing any of the business. Without it, the effort of the business to attract customer is random and inefficient. The main focus of your strategy must make sure that your product should fulfill the demands of the consumers and as well as it maintains the long-term relationship with those customers. To achieve this, you will have to initiate flexible strategy that responds to change in customer demand and perception. It may also give brand names to your product which will help you to run your business in new markets smooth and efficient manner. First of all main purpose of your marketing strategy should be to identify that whether the target customers are satisfied with your product and services of your business.

One you have created and implemented your strategy, try to identify the feed from your customer and if any changes or improvement is required apply it for the maximum satisfaction of the customers.

This helps you to identify that where your strategy needs to be improved and how it can be developed, so that it can be implemented for effective action. Before applying any strategy in the business proper planning programs must be organized within the members of the organization.

WHAT IS MARKETING?

“Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.”



From the above definition we are able to understand that a successful marketing deals with satisfaction of both the parties. The definition basically explains that there is a simple process i.e. is “selling something to somebody” however, the definition conveys that an exchange of goods and services without any barter system and having common currencies, that exchange is called a sale. So while achieving the goals of the marketing by selling, it is not compulsory that both the parties should agreed upon the transaction.

DEFINITION OF MARKETING STRATEGY

- “Marketing Strategy is a set of specific ideas and actions that outline and guide decisions on the best or chosen way to create, distribute, promote, and price a product or service (manage the marketing mix variables).”

A Marketing strategy defines and describes the objectives or planning through which you are going to satisfy your consumer needs in the selected target market. It does not involve written work but, it includes communication between different departments of the business enterprise for example: sales department, managers, executives etc.

In fact it is a set of strategies that implied by the organization in order to increase the growth and development of the business. Normally strategy deals with the manner in which your organization plan to achieve the consumer satisfaction and maximize the profit.

Marketing strategy is a process that can allow an organization to concentrate its limited resources on the greatest opportunities to increase sales and achieve a sustainable competitive advantage. A marketing strategy should be centered on the key concept that customer satisfaction is the main goal.

B usiness Advantages

- identifies needs and wants of consumers
- determines demand for product
- aids in design of products that fulfill consumers needs
- outlines measures for generating the cash for daily operation, to repay debts and to turn a profit
- identifies competitors and analyzes your product's or firm's competitive advantage
- identifies new product areas
- identifies new and/or potential customers
- allows for test to see if strategies are giving the desired results

B usiness Disadvantages

- identifies weaknesses in your business skills
- leads to faulty marketing decisions based on improperly analyzed data
- identifies weaknesses in your overall business plan

CHAPTER

03

McDONALDS IN INDIA

The Indian beginning

A 50-50 joint venture partnership between McDonald's Corporation [USA] and two Indian businesses, McDonald's began its journey in India in October 1996. Connaught Plaza Restaurants Pvt. Ltd headed by Vikram Bakshi owns and operates the northern and eastern

operation which includes restaurants in New Delhi, Uttar Pradesh, Rajasthan, Punjab, Haryana, West Bengal etc.

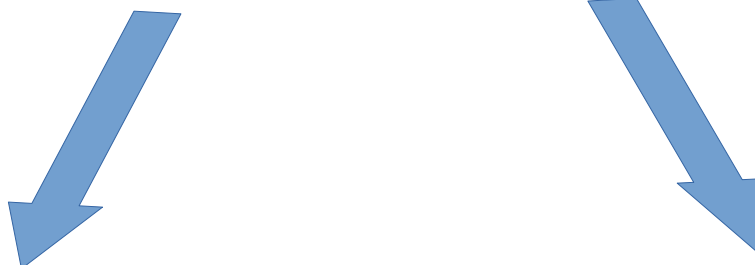
Amit Jaitia's company Hardcastle Pvt. Ltd. Owns and operates McDonald's restaurants in West and South India. HRPL has restaurants in Maharashtra, Madhya Pradesh, Karnataka and Andhra Pradesh, Chennai and its growing rapidly.

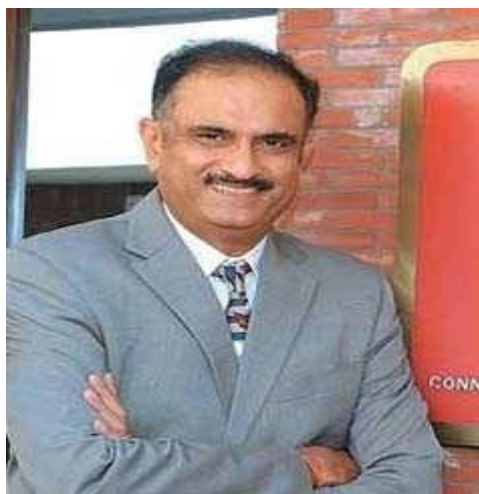
The head office for Hardcastle Restaurants Pvt. Is spread across two building in Mumbai, one at Bhulbhai Desai Road and the other at Santa Cruz. The head office houses all the support departments required to run the restaurants in the western and southern region.

FRANCHISE MODEL



RAY KROC





VIKRAM BAKSHI



AMIT JATIA

VISION

Our vision is to be the world's best quick service restaurant experience. That means that our restaurant will be the best place for our customers to enjoy fast, friendly services, fresh food, a clean welcoming environment and a fun experience at a fair price.

OUR VALUES

Our vision is supported by a set of core values:

1. We are dedicated to providing customers unparalleled levels of quality, service, cleanliness, and value. It is what RAY KROC taught us.
2. We are committed to our people because we know that a diverse team of welltrained individuals working together is the key to our continued success.
3. We approach all aspects of our business with honesty and integrity.
4. We always give back to the communities in which we do business.

5. We celebrate our achievements, yet we are never satisfied with our results.

“To be our customer –favorite place and way to eat.”

STRATEGY AS PER INDIAN MARKETS

➤ Regiocentricism : Re-engineering the menu -

McDonald's has continually adapted to the customer's tastes, value systems, lifestyle, language and perception. Globally

McDonald's was known for its hamburgers, beef and pork burgers. Most Indians are barred by religion not to consume beef or pork.

To survive, the company had to be responsive to the Indian sensitivities. So McDonald's came up with chicken, lamb and fish burgers to suite the Indian palate.

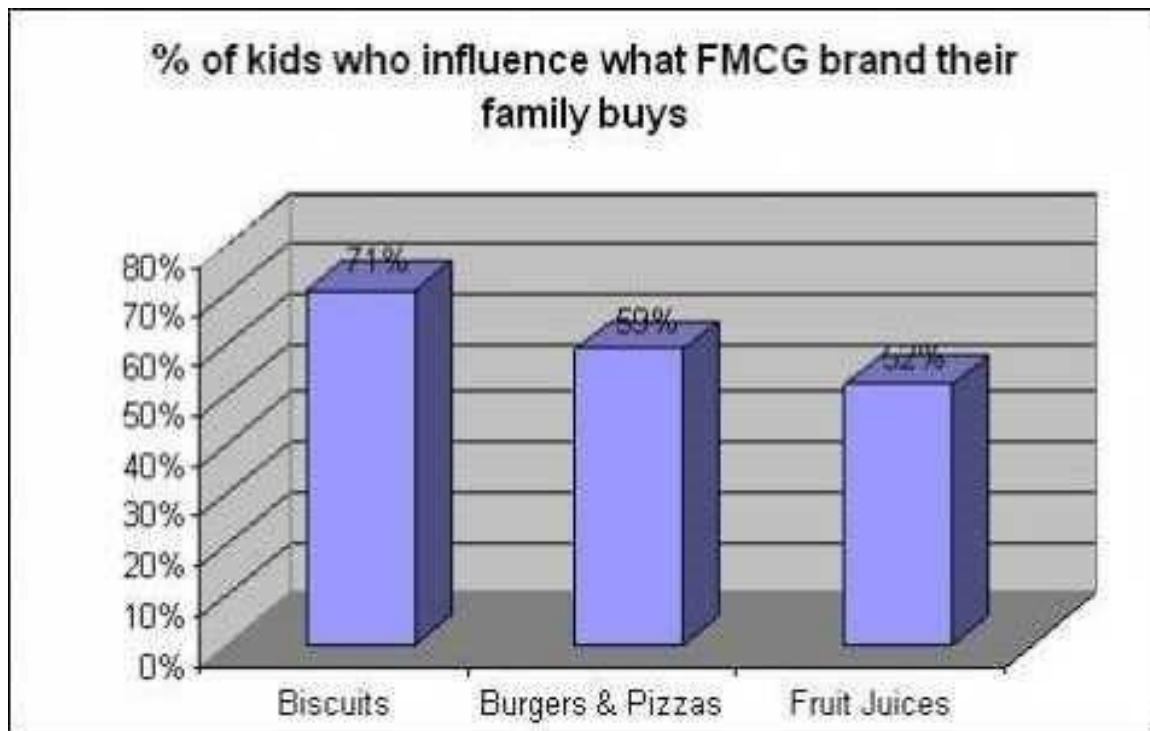
➤ The Vegetarian Customer -

India has a huge population of vegetarians. To cater to this customer segment, the company came up with a completely new line of vegetarian items like McVeggie burger and McAlooTikki. The separation of vegetarian and non-vegetarian sections is maintained throughout the various stages.



SEGMENTATION, TARGETING AND POSITIONING

McDonald's uses demographic segmentation strategy with age as the parameter. The main target Segments are children, youth and the young urban family.



As shown above, kids reign supreme in FMCG purchase related to food products. So to attract children McDonald's has Happy Meal with which toys ranging from hot wheels to various Walt Disney characters are given (the latest in this range is the toys of the movie Minions). For this, they have a tie-up with Walt Disney. At several outlets, it also provides special facilities like 'Play Place' where children can play arcade games, air hockey, etc.

This strategy is aimed at making McDonald's a fun place to eat. This also helps McDonald's to attract the young urban families wanting to spend some quality time while their children have fun at the outlet.

To target the teenagers, McDonald's has priced several products aggressively, keeping in mind the price sensitivity of this target customer. In addition, facilities like WI-Fi are also provided to attract students to the outlets like the one at Vile Parle in Mumbai.

“McDonald’s Mein Hai Kuch Baat” projects McDonald’s as a place for the whole family to enjoy. When McDonald’s entered in India it was mainly perceived as targeting the urban upper class people. Today it positions itself as an affordable place to eat without compromising on the quality of food, service and hygiene. The outlet ambiance and mild background music highlight the comfort that McDonald’s promises in slogans like “You deserve a Break Today” & “Feed your inner child”. This commitment of quality of food and service in a clean, hygienic and relaxing atmosphere has ensured that McDonald’s maintains a positive relationship with the customers.

TARGET SEGMENTS	VISITS McDONALD's TO
A parent with two children	Visits McDonald’s to give the children a treat.
Children	Want to visit McDonald’s as it is a fun place to eat.
A business customer	Visits McDonald’s during the day as service is quick; the food tastes great and can be eaten in the car without affecting a busy work schedule
Teenager	Hangout with friends, but keep it affordable.

STANDARDIZATION V/S ADAPTATION

- *Standardization :*

McDonald's has a slogan.” Think globally and act locally”. McDonald's sell standardized product the taste, make up, ingredients, looks, weight etc will be similar

In one part of the world to the other part of the world. Cheese Burger in United Kingdom will taste similar to a cheese burger in USA. Think globally and act locally can be proved in India as McDonald's in India has changed its menu list,.Halal Burger and McVeggie burgers have been introduced looking to the customers believes in India.

Similar experience has been exercised in Middle east and Fiji. In Middle east eating of Bacon is banned by government and Religious beliefs, .Halal food is served in Middle east, .McVeggie Burger in India will taste the same in comparison to McVeggie burger in Fiji. McDonald's sell standardized products. All the products should be looking,tasting,weighing and prepared in the same way across the globe. McVeggie burger was prepared in India after Research and Development was conducted purely in India.

- *Adaptation :*

McDonald's follows strategy of product adaptation. McDonald's slogan "think globally and act locally" is the best example for McDonald's Adaptation strategy will be India. McDonald's cannot use beef at all to fry the fries and burger cutlets (Cows are sacred due to religious belief of Hindu's)

Bacon cannot be used in Middle east as there are Muslim countries and it is against their religious belief to eat pork products are tailored according to the personal taste of the country people where it operates.

Due to adaptation McDonald's menu in various countries is different.

CHAPTER

04

MARKETING MIX

MCDONALD MARKETING MIX (5 P'S)

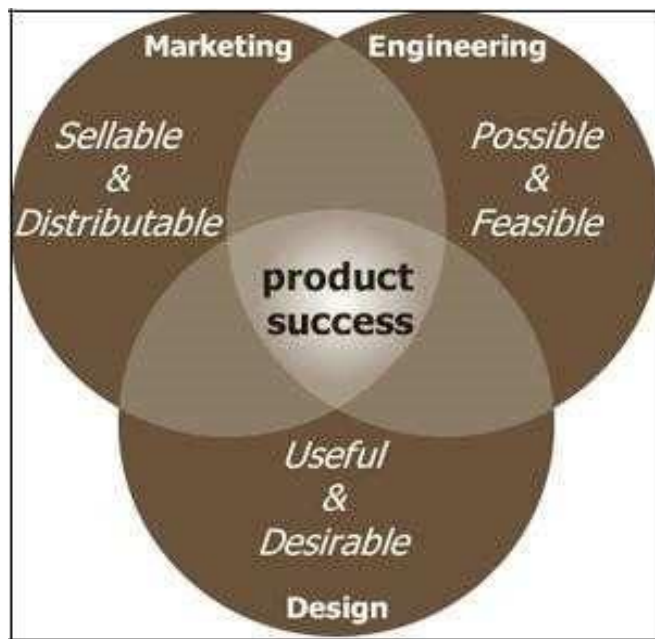
After segmenting the market, finding the target segment and positioning itself, each company needs to come up with an offer. The 5 P's used by McDonald's are:

1. Product
2. Place
3. Price
4. People
5. Promotion

→**Product:**

Product is the physical product or service offered to the consumer. Product includes certain aspects such as packaging, guarantee, looks etc. This includes both the tangible and the non-tangible aspects of the product and service .

How should the company design, manufacture the product so that it enhances the customer experience?



McDonald's has intentionally kept its product depth and product width limited. McDonald's studied the behavior of the Indian customer and provided a totally different menu as compared to

its International offering. It dropped ham, beef and mutton burgers from the menu. McDonald's success worldwide has been attributed to the “Think Global, Act Local and Sell like a Retailer” philosophy. McDonald's followed this international mantra while opening doors to the Indian subcontinent. With respect to the cultural and traditional sentiments, not only did McDonald's not serve it's most popular product The BIG MAC (a beef burger) but also developed an egg-less mayonnaise for the first time in the worldwide system.



To suit the Indian palette, the McAloo Tikki burger, Veg. Pizza McPuff and Chicken McGrill burger were among other offerings that were formulated and introduced using spices favored by Indians. Furthermore, each restaurant kitchen was designed to maintain separate Vegetarian and Non-Vegetarian food counters.

Reasons for introducing the products

- Beef which was a taboo in the Indian market was planned to replace by filling of Aloo Tikki to match up with the Indian culture.
- Salad sandwich was introduced targeting the people who are more conscious about health.
- The introduction of Jain salad in the outlet keeping the Jain people rituals of not eating ginger, onion, potatoes etc.
- Seeing to the Indian mentality of having wheat chapattis led to the idea to introduce paneer salsa wrap and chicken Mexican wrap.
- Filet-o-fish was introduced keeping in mind the demand of the sea food lovers having no competitors in the segment before.

→Place :

The place mainly consists of distribution channels and outlets of the company. It is considered as very important because the product must be available to the customer at the right place, at the right time and in the right quantity. In U.S.A nearly 50% of outlets are situated within the distance of 3 minutes.

There are certain degree of fun and happiness that McDonald's provides to its customers. It provides value position based on the needs of the customer. McDonald's offers proper hygienic atmosphere, good abundance and better services.

Now McDonald's have also started offering internet facilities at their outlets, along with music system through radio, not the normal music but the music which is preferred by young generation in order to attract them.

There are also games for children the one example is air hockey. Children play games till the time there parents spend quality time in McDonald's

→Price:

Pricing includes the list price, the discount functions available, the financing options available etc. It should also take into the consideration the probable reaction from the competitor to the pricing strategy. This is the most important part of the marketing mix as this is the only part which generates revenue. All the other three are expenses incurred. The price must take into consideration the appropriate demand-supply equation.

McDonald's came up with a very grasping punch line “**Aap ke zamane mein ,baap ke zamane ke daam**”. This pricing strategy was founded to attract middle class and lower class people and the effect can clearly be seen in the consumer base that McDonald's has now.

McDonald's has certain value pricing and bundling strategies such as happy meal, combo meal, family meal etc. to increase overall sales volumes.

McDonald's found success in its strategy of Branded Affordability and introduced the ‘Happy Price Menu’ of Rs.20/-. Engaging and Memorable campaigns were created to establish the Branded Affordability communication -



→ People:

McDonald's understands the value of both its employees and its customers. It understands the fact that a happy employee can serve well and result in a happy customer.

McDonald continuously does **Internal Marketing**. This is important as it must precede external marketing. This includes hiring, training and motivating able employees. This way they serve customers well and the final result is a happy customer.

The level of importance has changed to be in the following order (the more important people are at the top):

- Customers
- Front line employees
- Middle level managers
- Front line managers

The punch line "I'm loving it" is an attempt to show that the employees are loving their work at McDonald's and will love to serve the customers.

→ Promotion:

What is the suitable strategy and channels for promotion of the product?



The promotional activities adopted by the McDonald helps to communicate efficiently with the target customers. The diagram gives idea about the promotion strategy of McDonald's Application of above mentioned Communication Mix describes the cost that is feasible as per the consumers.

McDonald's corporate used advertising, personal selling, sales promotion, public relations, and direct marketing and became world's largest leading Burger Empire. These five promotion tools are used by McDonald's to integrate marketing communication program which allows McDonald's to access the communication channels clearly, consistently and easily transfers messages and product to the target audiences.

SETTING THE PROMOTION MIX

1) ADVERTISING :

An Advertisement is targeted to attract the masses it reaches to large number of people at a time. Advertising is one of the most important tools for promotion which had various ways of advertisement in that advertisement through billboards and media are often used by any of the business enterprise. Consumers mostly perceive goods which are advertised goods, as they assume it is more rightful.

McDonald's also hold the hand of Advertising. There are three main objectives of advertising for McDonald's are to make people aware of an item, feel positive about it and remember it. The right message has to be communicated to the right people through the right media. McDonald's does its promotion through television, hoardings and bus shelters.

They use print ads and the television programs are also an important marketing medium for promotion.

2) PERSONAL SELLING :

Personal selling is most effective tool for building buyers preference, convenience and actions. Personal interaction allows knowing for feedback and adjustments if required. If the organization had a good Relationship with Buyers they are more attentive towards personal selling.

In personal selling McDonald's employees working in different outlets are the best example of personal interaction, the employees are directly serving the customers so, and the face to face communication is easily possible. In the McDonald's outlet there are such staff which are appointed for personal selling they are the one who perform the activities regarding selling up of goods to customers.

3) PUBLIC RELATIONS :

Highly credible; Very believable; Many forms: news stories, news features, events and sponsor ships, etc.; Reaches many prospects missed by means of other forms of promotion; Dramatizes company or product; Often the most under used element in the promotional mix; Relatively inexpensive (certainly not 'free' as many people think--there are costs involved)

Public Relations are also an important part of the McDonald's marketing strategy. The restaurant employees play a huge role in interacting with the public. On a day-to-day basis the employees commit themselves to customers and the customers' feelings toward the brand. McDonald's feels that before they communicate with their customers they need to be aware of what their competitors are communicating, so they can create a beneficial difference between themselves and the competitors.

4) DIRECT MARKETING :

Many forms: Telephone marketing, direct mail, online marketing, etc.; Four distinctive characteristics: Nonpublic, Immediate, Customized, Interactive; Wellsuited to highly-targeted marketing efforts.

Direct marketing is also one of the efficient tools for promotion. The McDonald's uses tool in the home delivery services in which they directly serve the order to their home. Also they have a websites which are more in preference for direct marketing in that they usually mentioned all the new offers along with the contact number of your nearby outlets.

5) SALES PROMOTION :

Sales promotion activity consist of promoting the business unit through organizing various contest, programs, functions, distribution of free discounts coupons etc that attracts attention of the customers, Also offers strong purchase incentives, dramatizes offers, boosts sagging sales Stimulates quick response; Short-lived; Not effective at building long-term brand preferences.

McDonald's organizes several sales promoting contest and programmes in different retail markets and outlets in which they distributes free discounts coupons. The statue of Mascot McDonald's is always there for any occasions that are also one of the logo of McDonald's

CHAPTER 05

OTHER STRATEGIES

CO-BRANDING STRATEGY

Co-branding strategy is also one of the beneficial instrument for boosting the business and providing the same things in different manner. In fact co-branding means having a tie ups with another firm and serving the customer with both the products. It helps in making profit for both the business enterprise as well as to increase their sales and growth of organization. The two different brands enter into co-brand through certain contracts or agreement and as per the agreement they bifurcates their earnings from their brands. There are different examples of co-branding strategy of McDonald's which are as follows.

- COCA-COLA

Coke is one soft drink brand that had tie up with McDonald's since past many years. In McDonald's the coke is the best beverage in cold drinks which are served to the customers along with different menus of the McDonald's for example happy meal, happy price menu etc. As coke is preferred by children's even their parents as well as the young youths. Therefore by keeping in mind the consumer wants they came up with Coca-cola. In fact this co-brand of McDonald's is initiated to increase the volume of sales of the both the business enterprise.

And of course this co-branding strategy has encouraged both the business in achieving the successful returns of customer's satisfaction.

On April 27, 2009 – The Coca-Cola Company had announced a 'refreshed' line up of fountain and bottle beverages that will be added to McDonald's U.S. restaurants, beginning this year. This effort -- part of a larger beverage strategy -will provide McDonald's customers even more beverage choices and meet customers' changing taste preferences and desire for more suitable, convenient beverage options.



- WALT DISNEY

McDonald's have introduced a collection of 100 exclusive Happy Meal toys as they are inspired by Disney's admired collection of dramatic, video and television characters. Representing more than 40 Disney films, the McDonald's premiums include a mix of new and classic Disney characters, allowing kids and parents of all ages to recall their favorite Disney memories.

Each Happy Meal premium is fully decorated and is featured on a memorial base, which includes the character's debut date, character's name and the Walt Disney World "100 Years of Magic" logo.

The McDonald's Happy Meal promotion featuring the Walt Disney World "100 Years of Magic" celebration is a historical collection of Disney favorites, from classic characters like Mickey Mouse, Dumbo, Cinderella, and Mary Poppins to the newer innovations, including: Ariel, Aladdin, Bianca, Pocahontas, Tarzan, Jesse and Hercules.

One toy is included with each Happy Meal and can be purchased at participating McDonald's restaurants/

- B ARBIE TOYS

McDonald's Barbie Toys have been included with Happy Meals repeatedly since the Happy Meal has been in existence. Over the last thirty years, Barbie has been one of the most popular toys in a McDonald's Happy Meal. Barbie Happy Meal Toys have taken the form of a variety of Barbie doll favorites. These toys have become a highly sought after segment for collectors of both Barbie's and McDonald's toys.

McDonald's Barbie Toys comes in eight collectible characters in 1994, including Bicycling' Barbie, Jewel and Glitter Shani, Camp Barbie, and Camp Teresa.

- *HOT WHEELS*

The History of McDonald's and Hot Wheels die-cast cars: McDonald's has attempted to develop promotions for children, since 1961 with small related plastic toys, in their Happy Meals. The first models of cars distributed for McDonald's started in 1983, using the Hot Wheels models of the normal line and followed all the way through 1990. In 1991 McDonald's found another way to distribute the Hot Wheels in their Happy Meals for the first time.

Some of these were Hot Wheels by Collector Number and were also placed in a factory plastic baggie for the first time. Since then, some annual promotions related the models of cars had been made. They had enclosed models like, Hot Wheels, Matchbox, Stompers 4X4, Tonka and Bigfoot toys.



- *MCDONALD'S TIE-UP WITH BHARAT AND HINDUSTAN PETROLEUM PETROL PUMPS*

The strategy behind opening their outlets near petrol pumps is that they can serve their products even on the highways. McDonald's already has 14 outlets on national highways and they are planning to open 50% of their stores in the coming year on the highways.

In order to achieve that, they tie up with oil marketing companies like Hindustan petroleum and Bharat petroleum to open on revenue-sharing model.

The reason behind starting their outlets on highways is to serve those customers who perform their day to day activities through highways. People mostly prefer food stores on highways for dinner purpose, their will hardly some people who go for a breakfast. So, idea of McDonald's to start on highways is that they can offer even dinner as well as their existing fast food items.

ADVERTISING STRATEGY

There have been many McDonald's advertising strategy and slogans over the years. McDonald's is one of the most widespread fast food advertisers. McDonald's Canada's corporate website says that the business campaigns have always focused on the "overall McDonald's experience", rather than just product. The purpose of the image has always been "portraying warmth and a real slice of everyday life." Its TV ads, showing various people engaging in popular activities, usually reflect the season and time period. Finally, they have never in their advertising history used negative or comparison ads pertaining to any of their competitors; the ads have always focused only on McDonald's alone. McDonald's has for decades maintained an extensive advertising campaign. In addition to the usual media television, radio, and newspaper, the company makes significant use of billboards and signage, sponsors sporting events ranging from Little League to the Olympic Games.

Television has always played a central role in the company's advertising strategy.

Today, McDonald's has used 23 different slogans in United States advertising, as well as a few other slogans for select countries and regions because slogans is also considered as important factor in advertising strategy.

SOME OF THE POPULAR SLOGANS

Let's eat out! (1960-1965)

Look for the Golden Arches! (1965-1967)

You deserve a break today (1971-1975 (1980-1983)

McDonald's and you (1983-1984)

great taste (1988-1990)

There's nothing quite like McDonald's (1988-1990)

You Deserve A Break Today (1989-1990)

Food, folks and fun (1990-1991)

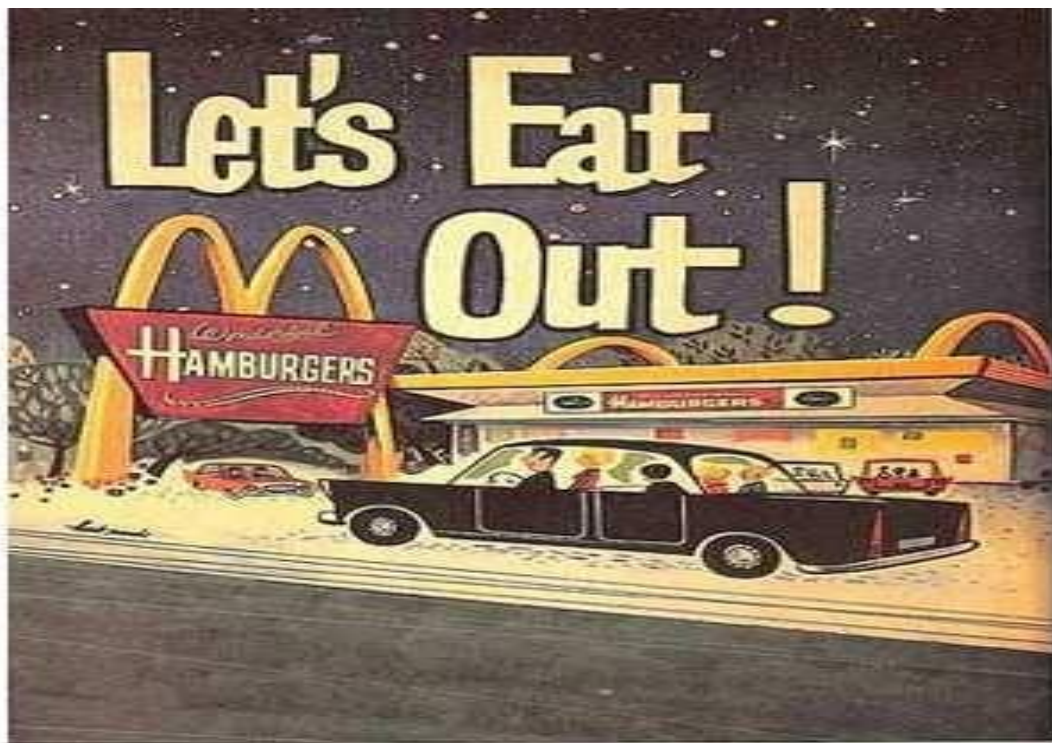
Have you had your break today? (1995-1997)

My McDonald's (1997)

Good time,

We love to see you smile (2000-2003)

I'm loving' it (2003-present India)





we love to see you smile™

WORLDWIDE GROWTH STRATEGY

McDonald's growth strategy is based on three elements;

- Adding restaurants.
- Maximizing sales and profits at existing restaurants.
- Improving international profitability.

Maximizing sales and profits at existing restaurants will be accomplished through better operations, innovation, product development and refinement, effective marketing and lower development and operating costs.

Improved international profitability will be realized as economies of scale are achieved in individual markets and as the company benefits from the global infrastructure.

SERVICE MANAGEMENT STRATEGY

If we take any fast food restaurants the customer attracts firstly through brand and secondly with the most important thing to consider i.e. is services offered to them.

If the services of any enterprise is not suitable to customer then it doesn't achieve the aim that has been proposed by them.

The company's service management strategy is described within the context of the service model. In this model, market segment, the philosophy culture image of the company, service systems, and human resources are considered.

OPERATIONS COMPETITIVE STRATEGY

McDonald's Corporation competes in a challenging market segment by providing need-satisfying products to customers. In this segment, ineffective competitors often fail without proper strategies.

To sustain its viability, the McDonald's corporation employs an effective competitive strategy to make it stand out against competitors such as other fast food restaurants. McDonald's competes on several bases, including: **Cost Speed and Nutrition**

Their strongest priority is ' **Making Customers Happy** '. The company recently made strong changes to its process by introducing the “Made for You” system.

ANSOFF PRODUCT MARKET GROWTH **MATRIX**

The Ansoff Product-Market Growth Matrix is a marketing tool created by Igor Ansoff and first published in his article "Strategies for Diversification" in the Harvard Business Review (1957). The matrix allows marketers to consider ways to grow the business via new products, new markets – there are four possible product/market combinations.

This matrix helps companies decide what course of action should be taken given current performance. The matrix consists of four strategies:

1. Market penetration strategy
2. Market development strategy
3. Product development strategy
4. Diversification

❓ MARKET PENETRATION STRATEGY

Market penetration occurs when a company enters/penetrates a market with current products. The best way to achieve this is by gaining competitors' customers.

Other ways include attracting non-users of your product or convincing current clients to use more of your product/service. Market penetration occurs when the product and market already exists in market. McDonald's is one most popular brand in fast food in entire world. In 1975, the first McDonald's opened at Hong Kong, many thought that this is was wrong move for McDonald's Various reasons were laid for this claim. Although, the main reasons lays on the fact that Americans and Hong Kong Chinese at that time have very different perception about food. McDonald's, being an American food chain, view breads full meal while Hong Kong Chinese view them as snacks. As time went by, McDonald's slowly became the part of the Hong Kong landscape and way of life rather than just being an outpost of American culture. Hong Kong Chinese soon accepted that the food McDonald's serve are ordinary, thus they are for ordinary people like them.

Future more, believes that the introduction of McDonald's to the Hong Kong society changed the direction of the Hong Kong cultural framework. Along with the rest of the world, Hong Kong was also McDonalized.

- **MARKET DEVELOPMENT STRATEGY**

A market development strategy targets non-buying customers in currently targeted segments. It also targets new customers in new segments.

A marketing manager has to think about the following questions before implementing a market development strategy: Is it profitable? Will it require the introduction of new or modified products? Is the customer and channel well enough researched and understood?

The marketing manager uses these four groups to give more focus to the market segment decision: existing customers, competitor customers, non- buying in current segments, new segments. McDonald's is currently following above mentioned strategy, to focus on market segments. For serving synonymously to the existing customers they are coming up with different menus as per change in taste and preference of their customer e.g.: happy price menu, beverages including milk shakes and cold coffees etc. Also, by keeping in mind their rivals they are introducing products to compete them e.g. to answer the KFC they came up with chicken mcnuggets. They are adopting pricing policies for non-buying customer and as well as new segments.

- **PRODUCT DEVELOPMENT STRATEGY**

In business and engineering, new product development (NPD) is the term used to describe the complete process of bringing a new product or service to market. There are two parallel paths involved in the NPD process: one involves the idea generation, product design, and detail engineering; the other involves market research and marketing analysis.

Companies typically see new product development as the first stage in generating and commercializing new products within the overall strategic process of product life cycle management used to maintain or grow their market share.

Frequently, when a firm creates new products, it can gain new customers for these products. Hence, new product development can be a crucial business development strategy for firms to stay competitive.

McDonald's are always enhancing their existing product along with it; they also try to introduce new and new products so that they can easily survive in market.

- *DIVERSIFICATION*

Diversification is a form of growth marketing strategy for a company. It seeks to increase profitability through greater sales volume obtained from new products and new markets. Diversification can occur either at the business unit or at the corporate level.

At the business unit level, it is most likely to expand into a new segment of an industry in which the business is already in.

At the corporate level, it is generally and it's also very interesting entering a promising business outside of the scope of the existing business unit.

McDonald's made its foray into the hospitality industry in 2001, opening two hotels in Switzerland, at Zurich and Lully. The "Golden Arch Hotels" were positioned as four-star facilities with the latest in-room technology and very original, modern interior design. Reactions and reviews of guests following their stay there were mixed.

Most seemed to agree, that the hotel's four-star rating didn't seem to correspond with McDonald's image. The Golden Arch in Zurich is McDonald's first hotel.

CHAPTER

06

NEED FOR McDELIVERY AND KIOSK

McDELIVERY

“If you can’t come to McDonald's, McDonald's will come to you.”

After nearly sixteen years in India, McDonald's finally started coming to your doorstep. The key idea is convenience. We are a quick service restaurant available at high-traffic locations. But there is a large number of people who find it difficult to travel. The key is to deliver hot and fresh food.

Why McDelivery is an Important Business model?

- McDelivery is one of the Important Business models of Brand extensions.
- McDelivery contributes to around 7.5 % of Total sales.
- The key idea is Convenience because McDonald's believe in being accessible.
- By offering home delivery we can reach out to the Customers and increase our penetration.
- MDS SOI contribution to the store system wise is 15.30%.
- Based on the Data it is presumed that in the Coming days the contribution of McDelivery will be on increasing trend.

Analysis shows that the Sales Trend is continuously on increasing Trend.

Compared to 2007 now again there is an Increasing trend.

In 2007 – 27 stores

In 2008 – 34 stores

In 2009 – 40 stores

In 2010 – 100 stores

In 2012- 150 stores

In 2014 celebrated 200 stores

Till now it has 250 stores

Strategy for future

At McDonald's we have made effort to cover every possible area for serving to the Customer needs. After serving the meals we have made Kiosk as a means of fulfilling the custom of something sweet following the main course.

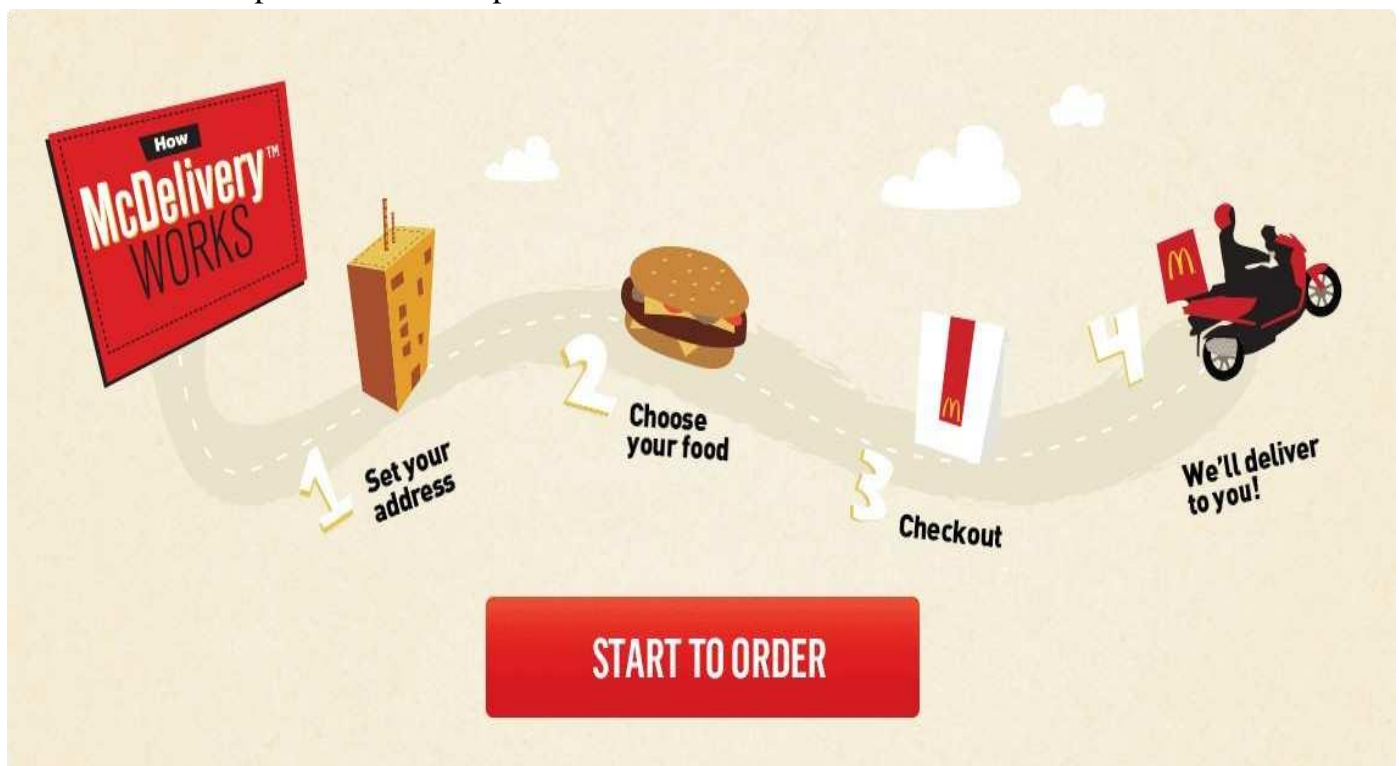
McDONALD's KIOSK

McDonald's is rolling out self-service kiosks in restaurants across the US that allow customers to order and pay for their food without ever having to interact with a human

The touch-screen technology is meant to speed up the ordering process and give people more control over customizing their food, while reducing opportunities for human error according to the company

Why KIOSK is an Important Business model?

- Kiosk is one of the important model of Brand Extensions.
- Kiosk is a Business model which requires comparatively less initial investment.
- Also it helps us to increase the number of Guest Counts and Sales.
- It is a way of extending our Brand with overall less Initial and Operating investments.
- Kiosks helps us to give varied choices to our Customers ·
- Kiosks contribute around 3.7% of our Total Sales.
- Kiosk provides 23% of positive SOI.



(McDELIVERY MODEL)



**KIOSK SERVICE OPERATIONAL AT McDONALD's ,
NARIMAN POINT (MUMBAI)**

CHAPTER

07

MCDONALD' S IN SERVICE INDUSTRY

THE MCDONALD'S EXPERIENCE

Marketing in a services industry is becoming an increasingly complex challenge. The paradigms of service marketing demand a passionate understanding of customer expectations and perceptions, and linking them to product design & delivery as well as operational planning. This is where McDonald's has excelled due to its ability to successfully integrate the customer's perspective in its products and operations in a comprehensive manner. The revamped menu in India is an example of McDonald's strategy of integrating the customer's perspective in its products. And, the operational integration is evident from McDonald's emphasis on its suppliers as its customers as well as its treatment of its consumers as co-producers of services.

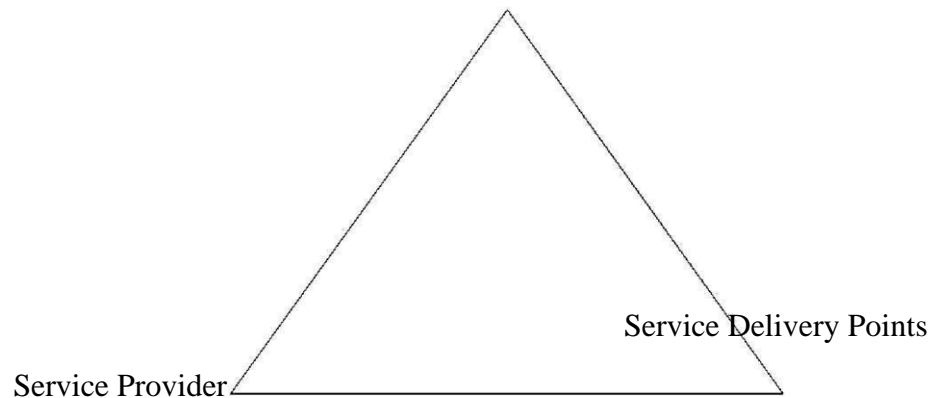
The ultimate aim of Service Marketing is not just to become a Service Leader but to create a Service Brand. The Service Delivery Process is the key to achieving this aim of Service Marketing.

Moments of Truth

During the Service Delivery Process, each moment of interaction between the firm and the customer, called "**Moments of Truth**", helps understand the opportunities that a firm has to win or lose the customer. For example, these "moments of truth" are created for McDonald's every time the guard at the McDonald's outlet meets the customer, every

time an attendant takes down the order from the customer waiting in the queue, every time the cashier interacts with the customer, every time the attendant helps the customer guided the customer towards the table, every time the attendant cleans the tables etc.

“Moments Of Truth” – The Service Encounter



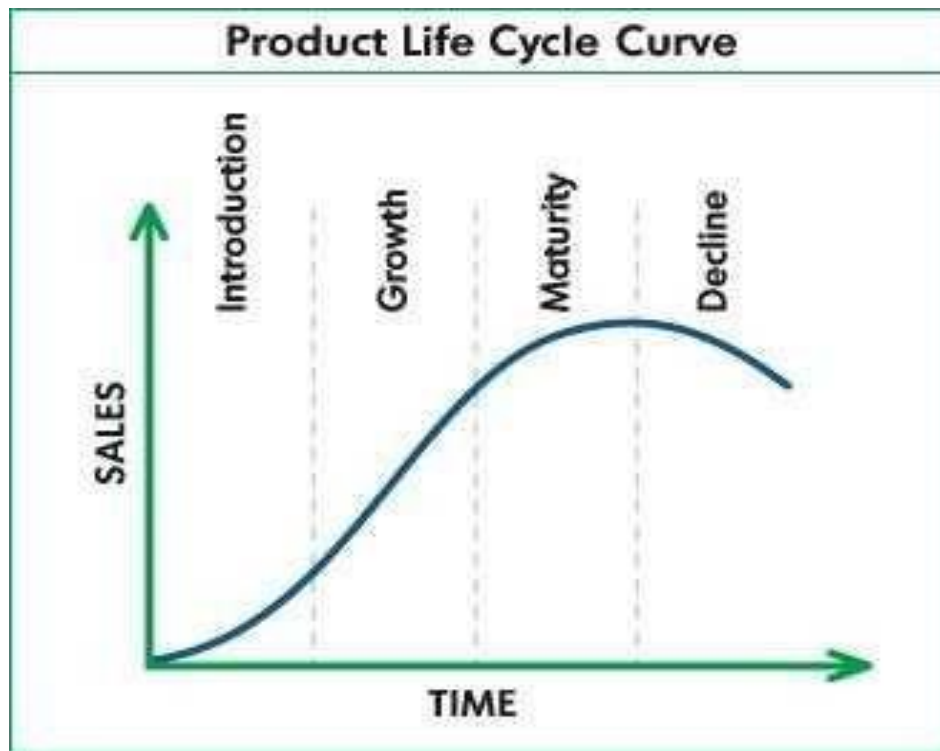
Managing these “moments of truth” is a great challenge in Service Marketing especially due to customer’s involvement as a co-producer of services (e.g. McDonald’s self-service concept wherein the customer not only collects the order but also cleans the table after consuming the food). However, McDonald's has been able to create a great experience for its customers by understanding the nature of the entire Service Delivery Process and the various stages in the process that are exposed to the customers. Transparency in the processes at its outlet has helped McDonald’s bring the back office in its Outlet at the front so that the customer is able to know the operations and provide feedback on service design improvements.

Internal Customer Focus is equally important as External Customer Orientation in order to win these “moments of truth”. McDonald’s focus on its People and their service delivery methods therefore plays a very important role in creating a successful Service Brand. The quality and the consistency of the service delivered by McDonald’s have been greatly enhanced by the combination of the factors mentioned above. This has helped McDonald’s become Service Leader and a successful Service Brand. This is evident from

the fact that very few of its customers opt for take-home parcels or home deliveries while most of them prefer to eat at the outlet and enjoy the McDonald's experience.

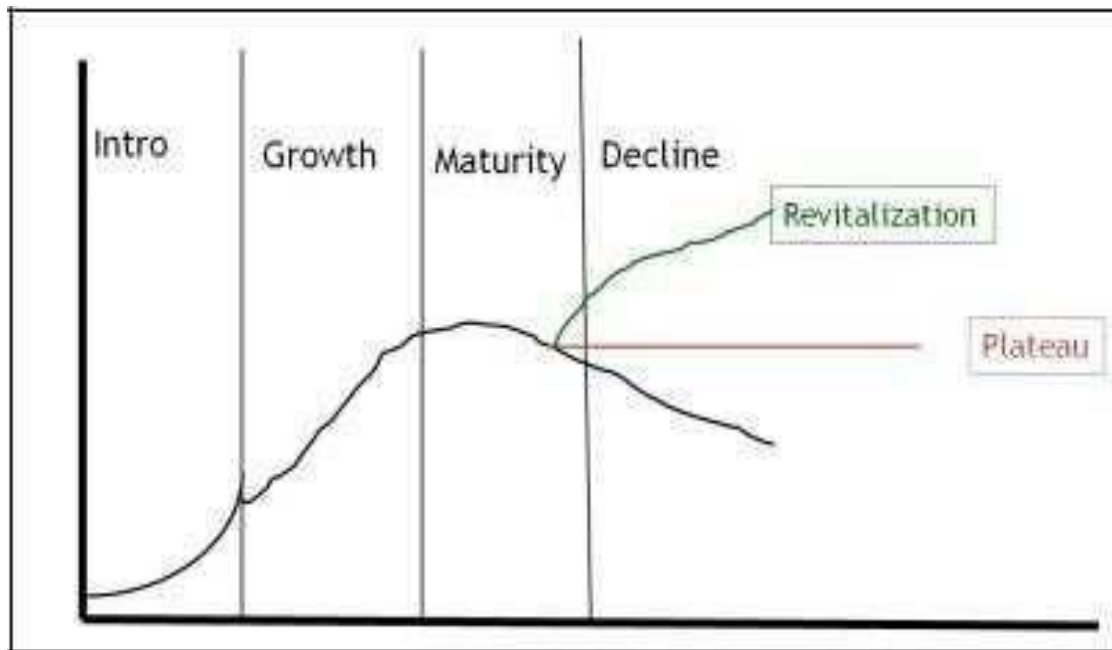
IMPORTANCE OF PLC IN MCDONALDS

The requirements of customers change over time and thus the product offering has to be changed accordingly. What is the fashion today may be out of market within few weeks. Thus continuous innovation is required.



To counter these changes McDonald's has continuously introduced new products and has phased out the old ones which were at the decline stage of their PLC. The introduction is timed such that the new product does not cannibalize the product already in the maturity or growth stage. Thus the secret lies in getting profits with different products in the different stages of the PLC.

- A perfect example of revitalizing a product in decline phase



The **French Fries** have been an important part of the McDonald's menu worldwide. But now it was in the stage of decline and was actually not generating proper return. In an attempt to revitalize it, a new variant was introduced namely **Shake Shake Fries**. This is being served with chatpata spice mix which has resulted in increase in the sales of French Fries and has elevated it from to the decline stage. This is used to delay the decline of a well-established product which has the potential of generating further revenue.

CHAPTER

08

ANALYSIS

ANALYSIS

McDonald's has been a leading fast-foods outlet in Vile Parle. But the outlet under study has other competitors eating away into its market share. In addition to its traditional rivals—KFC, Dominos, Pizza Hut—the firm encounters new challenges. Jumbo King competes using a back-to-basics approach of quickly serving up burgers for time-pressed consumers. On the higher end, the KFC has become potent competitor in the quick service field, taking away customers from McDonald's.

Perhaps in the new environment, fast, convenient service is no longer enough to distinguish the firm. At this time, a new critical success factor may be emerging: the need to create a rich, satisfying experience for consumers.

This brings us to **service and experience based competition** which McDonald's can use for competitive advantage against Jumbo King. Keeping in mind the demographics of the area, McDonald's has Wi-Fi enabled the outlet to cater to the student community. It is for this overall "Food, Fun & Folks" experience that customers pay a premium over the other competitors.

MCDONALD'S COMPETITOR'S:



Competition also reduces product life cycle; inducing firms to revise their products portfolios and to revisit their product market to understand changing needs, expectations and perception of different market segments.

The new McBreakfast would be introduced between 6 to 11 am as a pilot project. This would open up a whole new revenue stream for McDonald's by tapping into the student and working population by providing a healthy and wholesome breakfast.

This shows how demographic shift can affect the demand for products and services. McDonald's has anticipated these changes to maintain its competitive edge

SWOT Analysis of McDonald's

STRENGTH <ol style="list-style-type: none">1. Strong Brand2. Customer Intimacy3. Product Innovation4. Supplier Integration	WEAKNESS <ol style="list-style-type: none">1. Low depth and width of product
OPPORTUNITY <ol style="list-style-type: none">1. Expand into Tier 2 and Tier 3 cities2. Entry into breakfast category	THREAT <ol style="list-style-type: none">1. Changing customer lifestyle and taste2. Increased competition from local fast food outlets like Jumbo King.

- **Strength:**

McDonald's is a market leader in the fast food industry. McDonald's has a very strong brand image. McDonald has expanded its business to more than 125 countries with more than 33000 outlets through out the world. McDonald's has one competitive advantage and that is Strategic location. In India they are located in busy shopping malls,Airports and busy drive throughs.

- **Weaknesses:**

McDonald's has created very successful brand image but the market segment and is too focused on Kids. McDonald's is often related to unhealthy food and obesity.

Employee turn over rate is so high in India in particular.

- **Opportunity:**

McDonald's can introduce healthy food consisting of low calories items. They should put more efforts in Research and Development. Management should

try and find ways to reduce food wastage which leads to cost control new products with different variety should be introduced to capture the market.

- **Threats:**

McDonald's is facing major competition from its rivals KFC and Burger King all over the world. In India local curry shops are offering great challenge to McDonald. Company's rapid growth has made McDonald's very vulnerable to other countries economic slowdown

Press associating McDonald's with obesity destroys McDonald's image., McDonald's in the past has been sued for its unhealthy products. McDonald's

The Road Ahead

- ***Entry to Tier 2 and Tier 3 cities*** – The main target customer for McDonald's is the new urban Indian family. With the customer demographics constantly changing and tectonic social and cultural shifts being observed in Tier 2 and Tier 3 cities due to globalization, the company is now expanding to Tier 2 cities like Pune and Jaipur.
- ***Rolling out McBreakfast across all outlets*** – In India, the company has recently launched its entry into the breakfast food category. This is now launched on a pilot basis on select stores. In Mumbai, it available at the Vile Parle outlet. The company views this category as a key growth driver in future.

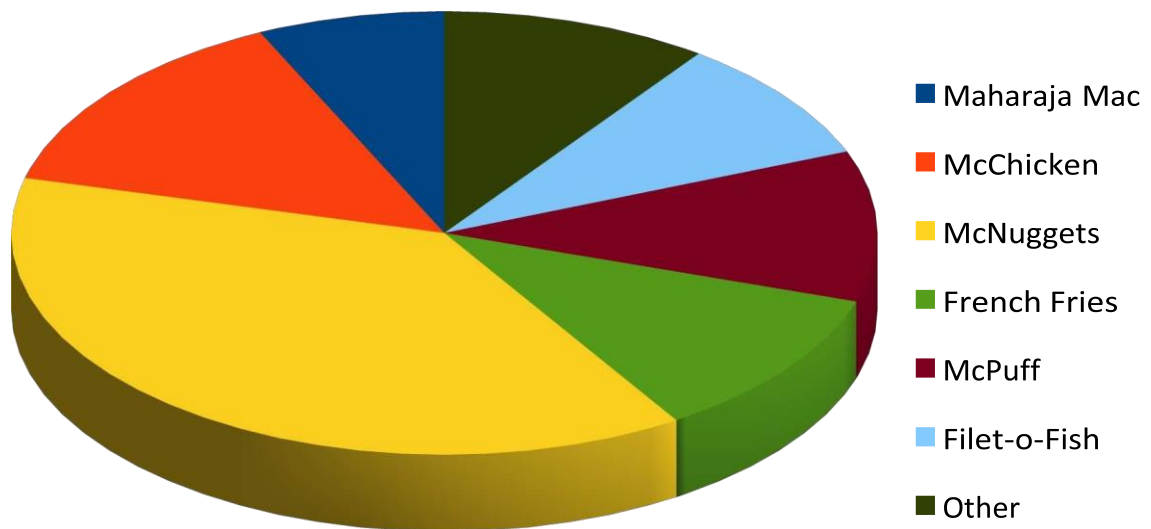
CHAPTER

09

DATA

INTERPRETATION

Q. Which is your favorite product at McDonald's?



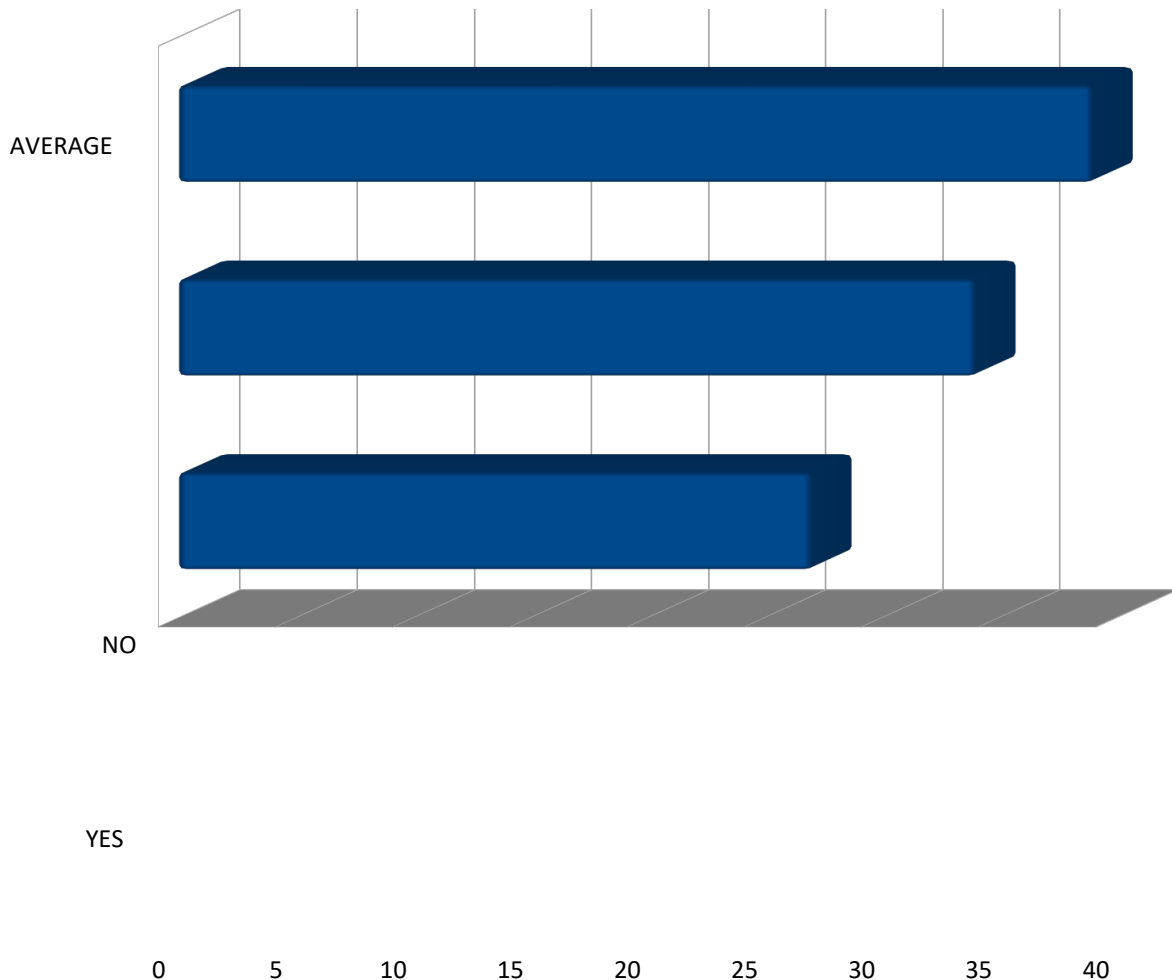
PRODUCTS	PEOPLE (%)
Maharaja Mac	7
McChicken	14
McNuggets	38
French Fries	11
McPuff	11

Filet-o-Fish	9
Other	10

INTERPRETATION :

The question asked was what is their favourite product on the menu. As per analysis, out of 100 respondents , 7% chose Maharaj Mac, 14% chose McChicken, 38% chose McNuggets, 11% chose French Fries and McPuff, 9% chose Filet o Fish.

Q. Is the Product Line Adequate?



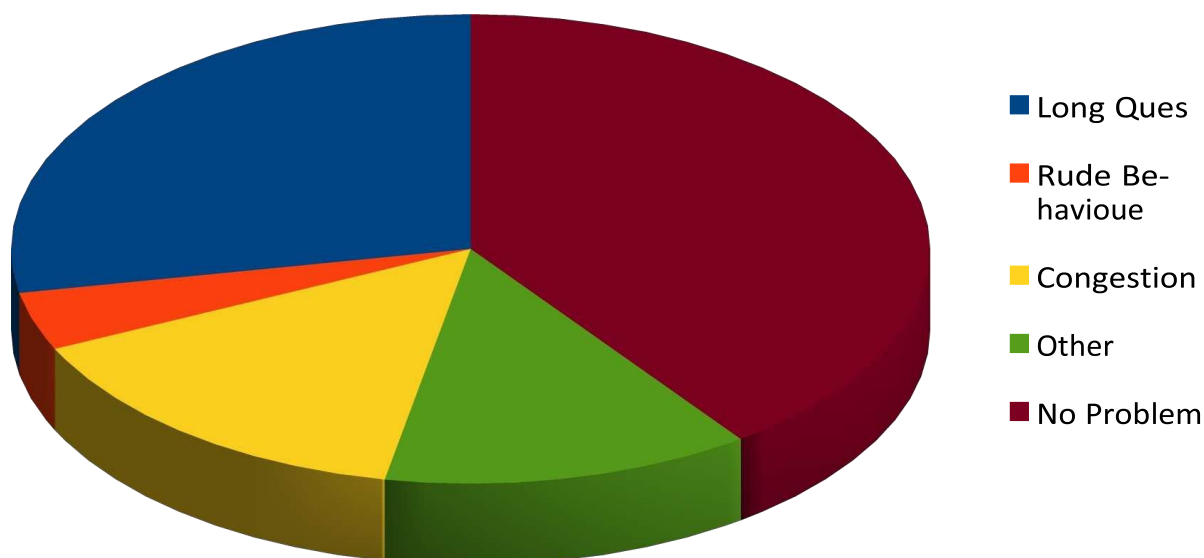
RESPONSE	PEOPLE (%)
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YES	27
NO	34
AVERAGE	39

INTERPRETATION :

The question asked was what is the Product Line Adequate. As per analysis, out of 100 respondents , 27% said Yes, 34% said No and 39% said Average.

Q. What is the main problem you faced at McDonald's?



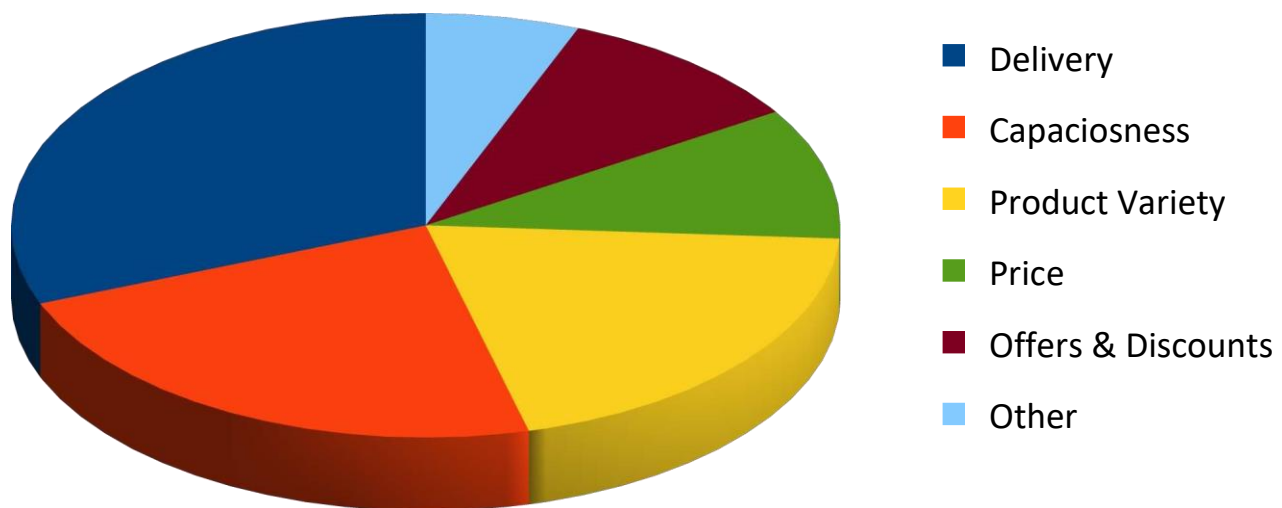
RESPONSE	PEOPLE (%)
Long Ques	28
Rude Behaviour	4
Congestion	15
Other	13

No Problem	40
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INTERPRETATION :

The question asked was what is the main problem they've faced at McDonald's. As per analysis, out of 100 respondents , 28 people said Long Ques, 4 people said Rude Behavior, 15 people said Congestion, 13 people said other problem, 40 people said No Problem at All.

Q. Which area do you think needs the most improvement?

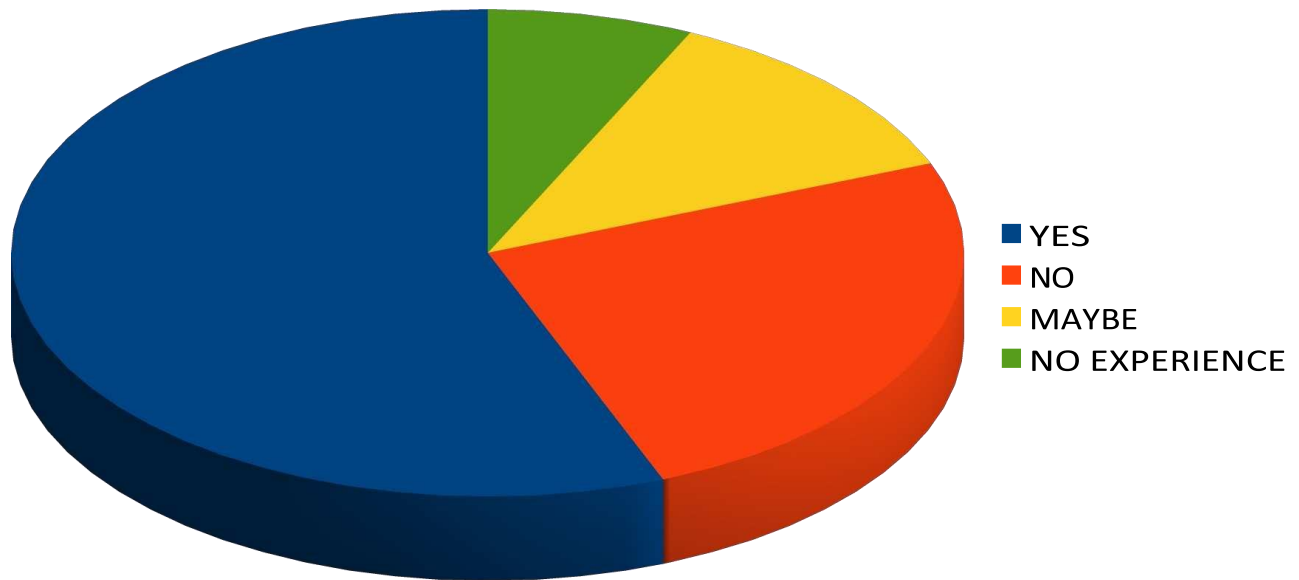


RESPONSE	PEOPLE (%)
Delivery	31
Capaciousness	23
Product Variety	20
Price	10
Offers & Discounts	10
Other	6

INTERPRETATION :

The question asked was Which area do you think needs the most improvement. As per analysis, out of 100 respondents , 31 people selected Delivery, 23 people chose Capaciousness, 20 people chose Product Variety, 10 people chose Price , 10 people chose Offers & Discounts, 6 people chose other.

Q. Do you like McDonald's?



RESPONSE	PEOPLE (%)
YES	56
NO	25
MAYBE	12
NO EXPERIENCE	7

INTERPRETATION :

The question asked was did they like McDonalds. As per analysis, out of 100 respondents, 59 people said Yes, 25 people said No, 12 people said Maybe, 7 people said they had No Experience.

CHAPTER

10

CONCLUSION

CONCLUSION

Marketing Strategies implied by McDonald's clearly gives the entire comprehensive information that is necessary for the growth and development of a business enterprise. Basically, the strategies that are implemented by McDonald's includes many basic essentials features like market research, innovative ideas, customers views, forecasting consumers demand, planning, organizing etc, these are the few basic essentials elements that plays a vital role for the successful business and also in creating the brand name of a product. Today, in this fast moving dynamic world the demand for goods and services are increasing at an alarming rate due to which there is greater competency and competitors ruling in the market. Therefore, most of the companies adopt different types of marketing strategies in order to serve their customers in a more better and efficient manner than their competitors so that, their business can easily survive in the market. This shows that marketing strategies provides competitive edge for every business unit.

McDonald's has invested about 7bn rupees in India since it entered the market in 1996 and reported growth of about 40%. India has a population of over 1 billion and an emerging and affluent middle class. The food chain has tailored a number of its products to the Indian market, including the Paneer Salsa Wrap, Mcspicy and IndiMcspicy, McAloo Tikki and the mutton specialty for a country which does not eat beef, the Chicken Maharaja Mac. "In the next two years, we should finally have a menu that is entirely relevant to the Indian household," Mr. Bakshi said.

From the above information it is very clear that McDonald's is aggressive about its Indian operations and this fast food chain is here to stay feeding millions of Indians the Jai ho way think global act local.

QUESTIONNAIRE

NAME :

GENDER :

AGE :

CONTACT NUMBER :

Q. Fast-food Chain visited the most ?

- | | |
|-------------------|---------------|
| a) McDonald's | b) Subway |
| c) KFC | d) Starbucks |
| e) Burger King | f) Pizza Hut |
| g) Domino's Pizza | h) Jumbo King |

Q. Which is your favorite product at McDonald's?

- a) Maharaja Mac
- c) McNuggets
- e) Filet-o-Fish
- g) Other

- b) McChicken
- d) McPuff
- f) French Fries

Q. Time of the Day preferred to eat at McDONALD'S ?

- a) Morning
 - c) Evening
- b) Noon
 - d) Night

Q. What do you think about the change of size of food of McDonald's in recent years?

- a) Extremely Small
 - c) Neutral
 - e) Extremely Bigger
- b) Smaller
 - d) Bigger

Q. Do you agree that McDonald is changing its image to become a healthy ?

- a) Yes
- b) No

Q. Is the Product Line Adequate?

a) Yes

b) No

c) Average

Q. What do you think about the price of the food in McDonald's?

a) Extremely Cheap

b) Cheap

c) Neutral

d) Expensive

e) Extremely Expensive

Q. Have you heard of the corruption scandal in McDonald's recently?

a) Yes

b) No

c) Maybe

Q. What is the main problem you faced at McDonald's?

a) Long Ques

b) Rude Behavior

c) Congestion

d) Other

e) No Problem

Q. Which area do you think needs the most improvement?

a) Delivery

b) Capaciousness

- c) Product Variety
- d) Price
- e) Offers & Discounts
- f) Other

Q. In all, are you satisfied with McDonald's performance?

- a) Yes
- b) No
- c) Maybe

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