

# ANALYTICAL STUDY- 1



McDONALD's

Founders:- Richard mcdonald, Maurice mcdonald.

Head quarters :- Chicago, Illionis .

Tagline :- I'm lovin it

Products :- hamburgers, chicken, milkshake, french-fries, salads, hotcakes, coffee.

## STP of McDonald's



### Segmentation:

Geographic :- region and density.

Demographic :- age, gender, life style, income, occupation.

Behaviour :- degree of loyalty, benefits souyght, personality.

Psychographic :- social class life style.

Targeting:-

Type of segmentation	McDonald's target segment
Placement	Domestic and international
	Urban and rural areas
Demographic	8 - 45
	Males & Females
	Married couples, single people, friends, old age
	Middle class
	Students, employees, teachers, regulars
Behavioral	Loyal customers
	Cost benefits and time efficiency
	chill & carefree personality
	Fast food eaters
Psychographic	Lower, working, and middle classes
	Mainstream individuals

Positioning:- Brand identity

Emotional branding and connection

User experience