



Analytical Study 2

McDonald's

Owner: Enrique Hernandez Jr.

CEO: Chris Kempczinski

Founded: 1940

Business type: McDonald's is a fast-food retail company with a net worth of 204 billion US Dollars.

"McDonald's is one of the leading fast-food industries for which it's marketing strategies played a very crucial role."

1. Brand identity: The identity McDonald's created for itself all over the world which gives constant fuel to the marketing and sales of the business.
2. Price strategy: Though it sounds fancy, McDonald's targets all classes of customers. In order to achieve that they maintain very low prices for most of its products.
3. Clear value proposition: Standing out from the crowd and being a unique product helps it to maintain consistent customers and create strong value proposition.
4. Personalised experience: Customers feedback is something any brand has to consider to maintain loyal customers. McDonald's makes sure this is maintained by providing other services like free Wi-fi.
5. Distribution strategy: The wide network which is spread over 7 continents provides a wide range of network in terms of business scale. This helps the company to maintain large and active market.
6. Keeping up with consumer needs: Jumping of all the hurdles it faced over 66 years, McDonald's has collected ample amount of data to make necessary changes and implement new laws in its system. This has made McDonald's redemption process very easy consistently.

7. Diverse menu: Like no other fast-food industry in the market McDonald's provide a wide range of varieties to their customers which attracts a greater number of people.