**Increase food safety for McDonald 2024**

Introduction:

To solve the recent customer security issue of McDonald’s, our group comes out with a proposal of how McDonald’s company could reduce food safety hazards and maintain McDonald’s reputation in the long run.

Objectives:

* align the company's operation and business practices with ethical, social, and environmental values
* enhance its reputation, build trust with stakeholders, and create a positive impact on society and the environment
* increasing customer loyalty and employee satisfaction
* increase the quality of services and goods provided

Project structure:

* Reduce the impact of the particular security event by dismissing or retraining related employees
* Extended training and new staff inspection time to 2 months at least
* Temporarily remove the relevant products from the shelves and find food safety companies for sampling inspection
* inform customers of the solutions via the Internet and hold offline press conferences
* restructure the restaurant and find out the appropriate constraints and reasonable management plan for employees, such as using inspection unqualified warning and dismiss immediately after three times. The administer of a restaurant is responsible for staff's behavior. The one in charge can be considered to be demoted if several employees are dismissed due to inappropriate behavior
* Set up an independent food safety inspection department within the company to sample food every week
* increase frequency of security checks to once a week

Potential challenges and solutions:

* The employees will be complaining about extended training hours without extra payment. As a result, we are considering raising the welfare of the workers slightly so that there are still people willing to work for us.
* Only having the penalty system will discourage the employees from working because if they perform well, there is no bonus but there is punishment for inappropriate servicing attitude. Then we will have a vote for the customers to evaluate the employees just like that takeout software. The ones who get a high score from customers can win a bonus on their wages.
* There is a chance that the public doesn't buy the company's certificate because the process is not shown. We will make a production process documentary to make our certificate plausible.

Benefits:

* The size of the target customers can be increased because of the stronger attraction to better food quality and employee service.
* Better cooperation and social responsibility by presenting all change McDonald’s makes on its official website and by holding offline press conference.
* People will be more reassured since the safety issue has been solved.
* The competition between McDonald’s and KFC will be more beneficial for McDonald’s after the action because it shows McDonald’s attitude toward food safety and care for customers.

Icey, Christelle, Stephanie,

February 2023