

MCDONALDS



McDonald's is one of the largest and most recognizable fast-food chains in the world. Founded in 1940 as a small drive-in restaurant in California, it has since grown into a global powerhouse, with over 38,000 locations in more than 100 countries. McDonald's is known for its standardized menu, offering iconic items like the Big Mac, fries, and McFlurry. The company's success is built on its ability to deliver consistent, fast, and affordable meals, making it a favorite for customers seeking quick service and convenience.

Over the years, McDonald's has continuously evolved, integrating new technologies such as self-order kiosks and mobile apps to enhance customer experiences. The brand also adapts to local tastes, offering regional specialties in different countries. Its strong marketing strategies, including collaborations with popular brands and seasonal promotions, have helped it remain a cultural icon in the fast-food industry. Despite facing competition and challenges in areas like health trends and rising operational costs, McDonald's continues to thrive by innovating its menu and operations while maintaining its commitment to quality and customer satisfaction.

PEST ANALYSIS

Brand : McDonalds

Date :

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POLITICAL

- FOOD SAFETY REGULATIONS
- MINIMUM WAGE LAWS
- TAX POLICIES

POSITIVE

POSITIVE

NEGATIVE

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ECONOMICAL

- COMPETITOR PRICING
- ECONOMIC MOBILITY
- INFLATION RATE

NEGATIVE

POSITIVE

NEGATIVE

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SOCIAL

- INFLUENCE OF SOCIAL MEDIA TRENDS
- CHANGING CONSUMERS PREFERENCE
- URBANIZATION

NEGATIVE

POSITIVE

POSITIVE

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TECHNOLOGY

- SOK (SELF-ORDERING KIOSK)
- INTEGRATED DELIVERY SYSTEM
- DIGITAL ORDERING AND PAYMENT SYSTEM

NEGATIVE

POSITIVE

POSITIVE

SWOT ANALYSIS

Date : _____

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Strengths

- INNOVATIVE TECHNOLOGY USE
- BRAND COLLABORATION
- MONTHLY PROMOTIONS
- SEASONAL PRODUCT LAUNCHING
- COMMITMENT TO QUALITY SAFETY

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Weaknesses

- PROCESSED FOODS
- EMPLOYEE TURNOVER
- MENU COMPLEXITY
- HIGH COPETITION
- RISK OF TECHNOLOGICAL FAILURES
- INCREASED OPERATING COST DUE TO WAGE LAW

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Opportunities

- EXPANSION OF DIGITAL AND DELIVERY SERVICES
- ADAPTING TO HEALTHAND SUSTAINABILITY TRENDS
- EXPANDING LOYALTY PROGRAMS
- HROWTH EMERGING MARKET
- ADAPTING TO EMRGING TECHNOLOGIES

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Threats

- ECONOMIC INSTABILITY
- INTENSE COMPETITION IN PRICING
- STRICT FOOD SAFETY AND REGULATORY CHANGES
- TECHNOLOGICAL DISRUPTION OF COMPETITORS
- CHANGING USTOMERS HABIT TOWARD EATING HEALTHIER FOOD