Marketing mix for McDonalds UAE

Name

Institution

**Product range and portfolio for McDonalds in UAE**

McDonalds is specialized in a variety of products which suit the menu of most their customers. Since customers’ preferences changes from time to time, the firm has also adopted a suitable way in which they are able provide the most demanded by the customers (Lamb et al, 2012). They keep on introducing new products in the market making them more preferred to other competing firms. The change of products and introduction of such products is done in a special way to ensure that the newly introduced product in the market does not affect the sale of the old product.

Some of the products includes healthy food stuffs which are given the tick foundation. At their joints, the common meals incudes chicken nuggets, salads, chicken burgers, fish wraps, bacon, kids meals among others (McDonald, 2007). McDonalds’ products target almost every group of individuals. This ranges from working class, students as well as small kinds. Most of them operates for 24 hours a day. This makes it capture a large number of customers.

**Variation in product features/ brand which helps gain competitiveness**

McDonalds provides a wide variety of products which meets the need of almost every individual. There are meals such as special sauces that use local spices. They don’t contain beefand pork. More so, other do not contain eggs making them purely vegetarian. This aspects makes McDonalds most preferred which such group of individuals (McDonald, 2007). They give special attention to the minority and special needs people. This makes it more competitive than any other competing firms. In other places such as India, McDonalds has a very diversified range of products which is mainly for the vegetarian products since majority of the customers in India are vegetarians. This makes it more competitive in India.

**Distribution strategies used**

McDonalds is the known leading global food service retailer serving more than 30,000 local restaurants around the globe. Their outlets can be traced in more than 121 country wide, making it the most common joint all over the world (Lamb et al, 2012). This is an effective distribution strategy which was adopted by McDonalds, by ensuring that their branches are almost all economies around the world. this has also helped the firm to gain more customers and increase its market share proving fast food service all over the world. Widely spread outlets all over the world make it more convenience for the people to access their products with much ease.

Most of the McDonalds outlets have the most conducive atmosphere that suits and attracts most of the customers. The type of services that one receives when visiting such places creates the conducive atmosphere making it favorite for many. This attracts most of their target market thus moving a number of customers to come and buy their products.

Furthermore, McDonalds has also located their stores in strategic points to help reach a wide variety and diverse population. It therefore has an intensive distribution system, which makes it a credit to their marketing department. Some of the logistics, which are considered by the McDonalds to offer their services to people all over the world, is by locating their cafes at strategic points such as near academic centers, offices, thus ensuring a constant number of customers.

**Marketing strategies and pricing**

McDonald market their products on wide range of advertising media. They utilize tools such as the email, catalogs, mail, and the company encourages direct responses to their customers by having shows in radio and television. This enables them to reach the target audience so as to hear their personal views towards their products. In the long run, the business experiences an increase in total sales of their products. They also get to know how the customers in the market will prefer the newly introduced goods. The main objective is to inform their customers who have not used some of their products in the market.

The marketing objectives of McDonalds aims at getting information about the market share, the sales, goals as well as reaching the targeted audience. They also aim at creating awareness in some of the new markets where the business is not well establish. Some of these objectives helps in communicating exactly what the marketers are required to achieve to enhance smooth running of business. Some of these long-term objectives are broken down to simpler short-term measurable targets. McDonalds then uses these targets as milestones along their production activities. The feedback gotten is then used by the company to make changes where necessary by the management team.

McDonalds produce standard food stuffs which are sold to the global market at a very standardized prices. The standardized prices attracts a lot of customers thus enabling the business to collect much revenue.

**Promotional mix strategies used**

McDonalds uses several promotional mix strategies throughout their business for marketing of their products and services to the customers (Schmitt, 2011). For any organization to penetrate to some of the specific markets in the economy, it is necessary to have enough knowledge about the people’s culture, their taste, the climate, some of the specific consumer needs among other aspects so as to design the correct set of some of the promotional mix which will help its marketing campaign. The promotional mix strategy used by McDonalds is the advertising and sales promotion.

Advertising as the promotional mix strategy used by McDonalds involves the use of media advertising which is the favorable one. it reinforces the existence of the business thus helping to persuade the consumers to buy their products. The advertising tools used by McDonalds includes the print media, electronic media, billboards among others for promotion purposes (McDonald, 2007). There are also some of the effective promotional techniques employed by McDonalds with the help of the already existing advertising tools.

McDonalds uses some of the aggressive media advertising tools such as television commercials to promote its products. With the help of TV commercials, magazines and newspapers, McDonalds has successfully managed to create one of the positive image of its brand to the consumers.

Sales promotions are also employed as a promotional mix strategy used by McDonalds are usually short-termed strategies that are designed to motivate and attract some of the new customers or to replenish the existing relationships with the existing customers (Schmitt, 2011). The sales promotions attracts customers as it works on pricing and introduction of new products. The most common promotion is the “buy-one-get-one free deal”, prize schemes and gifts.

Moreover, McDonalds offer a variety of promotions such as Toys, Scratch Cards and Lucky Draws. Since children are among the target consumers of McDonalds products, the organization has come up with promotions to create enthusiasm in the children(Lamb et al, 2012). Some of the children meals are offered with toys to motivate them. The organization also introduced lucky draws an numerous schemes where participants win prizes. The Scratch cards are used for marketing which comes along with meals. Furthermore, econo-meals and value meals are offered by McDonalds as a promotional strategy.

**Marketing mix strategies used by McDonalds**

There are a number of extended marketing mix strategies that are employed by McDonalds in their business operation. This has played an important function in enabling the business to expand drastically and opening its outlets all over the world.

Standardized pricing is one of the marketing mix strategy used by McDonalds. Since it positioned itself as providing fast-food to its outlets, they offer such products at a low cost. Such affordable menu has been adapted in all its outlets in the entire world while at the same time proving high quality services (Schmitt, 2011). The ongoing innovation has played a major role on allowing new pricing strategies for example the “Dollar Menu” or its equivalent of “Seven menu” in the United Kingdom. As there is a general rise in food cost, McDonalds only increased their food by only 1%, so as to adopt the changed menu so as to retain the price-sensitive customers.

Physical evidence is also a marketing strategy employed by McDonalds. All of their outlets across the worlds are homogenous. All of them have the same look, an offer almost a similar range of products and services. They all have the same décor and staff uniforms. This global re-branding strategy helps in standardization, thus allowing consumers to areas with the indoor playgrounds which attracts a number of customers. The company makes sure that all the franchisees comply with the rules and regulations that regard the hygiene in order to maintain their reputation of cleanliness. They have a standardized training of staffs globally so as to ensure that customers are treated consistently in any of their outlets globally.

Best products is another marketing mix strategy used by McDonalds. The company is striving to offer the top quality and standardized services worldwide. Despite this, the company is embedded with franchisees which provide services of high standard just as the main outlets. Some of the most common meals offered includes the Fillet o’ Fish, Egg McMuffin and Big Mac which were all innovated by franchisees. These franchisees are given the autonomy to adapt the productions whilst that of the corporation aiming at maintaining a high degree of standards through quality control.

**Relevance to the modern marketing scenario**

The marketing mix strategies adopted by the McDonalds company are unique and so efficient. The modern marketing scenario also adopts some of the strategies used by McDonalds in the running of their business (McDonald, 2007). For any business to be competitive to the market, it needs to impress these strategies so as to compete most effectively in the market.

Standardized prices are important in the sense that they help the business to maintain their customers regardless of the increasing market prices of goods and services. McDonalds has been able to maintain their customers through selling its products at a deliberately low market price compared to the prevailing market prices.

Physical identity through homogeneity of services is much helpful in the modern market scenario. The homogeneity helps in promoting the outlets all over the world, since all of the outlets are identical. This aspect of homogeneity is thus much important to any business which aims at opening its branches across the continent.

**References**

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