PACER analysis:

P-> Problem Definition

A-> Alternative Generation

C-> Criteria for evaluation of alternatives

E-> Evaluate the alternatives

R-> Recommendations

Problem Definition: Underperformance of McDonalds in quality and service

Alternatives Generation:

1. Initially increasing the quality of products and selling it at normal price. This will help for marketing of the product.

2. After some period of time, increase the prices of food items keeping the quality same and increasing the speed of delivery

3. Proper Interviews for the salespersons in the company to be taken to select the most passionate persons

4. Attracting the salespersons with decent packages and offers

Criteria for evaluation of alternatives:

1. Increase in market share growth of the company

2. Increase in profits of the company

3. Fame and good will to the company

Evaluating the alternatives:

1. Evaluation of alternatives involves implementation of those alternatives which are proposed

2. Motivated and passionate salespersons will result in positive feedback from the customers which results in increase in marketing

3. Decent packages will result in effective work from the employees

4. Selling the products at low cost and better quality may result in increase of public reach

5. Proper Interviews will result in more talented and enthusiastic employees

Recommendations:

1. By applying the following changes, McDonalds can bring change in their company's growth

2. These are the ideas which covers all their problems

3. Taking proper feedback from the customers will help them for any other updates in the ideation and service activities.