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**DIGITAL SKILLS AND RESEARCH METHODS
(BMSW4003)**

MCDONALD'S COMPANY

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Student: Dario Reascos

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Topic: Introduction

INTRODUCTION

As we all know McDonald's has become one of the biggest fast food franchise businesses worldwide, known mainly by their hamburgers and fast food service delivered to their customers. In this presentation we will be talking about the business history, how they began as a small business to becoming one of the most successful franchise of all time, furthermore we will be explaining as well the importance of technology has had on the business and how it's been applied on to improve the workplace and employability, and also give you guys an insight of challenges McDonald's faced by introducing modern technology into the business with the purpose of keep on growing the franchise.

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Topic: McDonald's Corporation Background

MCDONALD'S CORPORATION BACKGROUND

When we think about the largest chains of fast food McDonald's come to our mind, this corporation is in fact one of the most popular worldwide well known for their hamburgers.

The first McDonald's was founded in 1948 by the brothers Maurice and Richard Macdonald in San Bernardino California. The brothers bought appliances for their small business from a salesman named Ray Kroc, he was very intrigued by their simple and efficient way to produce a lot of food in a very short period of time and the prices were low too. A hamburger was half price of their competitor and the self-service counter help to speed the process as well they did not require waiter due to this service, customers receive the food quick because the hamburgers were cooked ahead of time, wrapped, and warmed under heat lamps.

The small hamburger restaurant was very promising and Kroc offered brothers to start a new franchise program. In 1955 he open the first franchise of McDonald's in Des

Plaines, Illinois and the same year they will have what we know now as McDonald's Corporation. By 1961 the brothers were bought out of the corporation and by the end of the decade the popularity of the franchise was growing constantly that they have 1000 outlets. Later on in 1965 the company's stock began trading publicly.

One of the symbols that defined McDonald's was the creation of the clown Ronald McDonald in 1963. Other products that will define this brand include the Big Mac (1968), Happy Meals (1979), Chicken McNuggets (1983) among others.

The franchise continued to expand in America and internationally extending to Canada. By 1988 they would have reached the 10,000 chains of restaurants, then opened more than 35,000 franchises in the early twenty-first century. They became the most popular familiar restaurant full of all flavours, fun, quality food and affordable for anyone that wants to purchase it.

McDonald's has another interest in the 20th Century acquiring businesses such as Domino's Pizza in 1999. They also had interest in Pret A Manger, but by 2008 they will not own any other businesses and they will focus on their own brand.

When we make reference to the big chains of fast food McDonald's is the corporation we see one of the most successful in the past two centuries, it is without doubt for excellence the chain of fast food with more success and recognition along the years, since it is chosen by adults and children.

(Sparks, 2018)

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Topic: Challenges Before Introducing Modern Technology

CHALLENGES BEFORE INTRODUCING MODERN TECHNOLOGY

INEFFICIENT INTERNAL COMMUNICATION:

Internal communication between employees at the time of placing an order was often ineffective because they needed more attention due to the impossibility of having a technological means that reminds them exactly what you need.

MOBILE PHONE PAYMENT WAS NOT AVAILABLE:

When making a payment, a lot of time was wasted because you could not use a mobile phone to make a payment using the Contactless payment service and we always had to depend on an employee to help us to finish with the cash or card. Payments without contactless service waste a lot of time requiring the help of an employee (Thomas, 2014).

PAPER MENU WITH VERY FEW OPTIONS

At the time of placing an order, the options were very limited, since having no technological help to provide a quick service, they could not have variety and had limitations to change the menu, always having the same options available(Morgan, 2019).

NO HOME DELIVERY

Having to go to the store to collect the food many clients who did not have the means to travel there could not benefit from their services at any time(Thomas, 2014).

NO TECHNOLOGY IN DIRECT DRIVING

Without technology to improve the Drive-thru service they could not improve their speed and precision when taking these types of orders because when you have machines with smart speakers you can save time (Tin-yau, 2019).

INABILITY TO CONTRAST DIFFERENT CUSTOMER OPINIONS

With the impossibility of contrasting the opinions of others, many people would not dare to change the restaurant they normally frequented and that they already know, knowing that they like the service that they receive there to go to a new place will be difficult for many people. When technologies were not developed the fast food, places were something innovative and totally new and that is the reason why the opinion of others was very important to decide to go or not(Fleming, 2019).

THERE WAS NO WIFI SERVICE

Service that gave the company a lot of power over the data of its clients and that had great access to them to send them information or exclusive offers to stand out from the rest of the competitors that a company has. They were limited because they did not have direct access to their clients to offer them different and new things (Thomas, 2014).

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Topic: Insights of Modern Technology Introduced

INSIGHTS OF MODERN TECHNOLOGY INTRODUCED

First at all, this section needs to define the term of modern technology to understand their insights. It can be explained as that kind of technology that integrate the use of the internet to work in a proper way. For example, a normal television uses

traditional technology but a smart television is considered modern technology because it uses internet.

The main characteristic that defines McDonald's is its speed and quality of food service (McDonald's, 2002); because of that, all the modern technologies that they are using in the company are related to be efficient reaching their goals.

Attending to Belen Conti, the first time that McDonalds's came into the digital era was in 1993, creating their website Mcdonald's.com (Conti, 2014). Since then, the company has incorporated many modern technologies such as: interacting taking orders machines, free WIFI in their shops, artificial intelligence in drive-thru, taking orders through the application and delivering home, ...

This section is going to explain one of the modern technologies that they are using: Internet of things. I chose this one because I think everyone can understand the process and it not requires a high level of computing.

According to The International Telecommunication Union, IoT is defined as “a global infrastructure for the information society, enabling advances services by interconnecting (physical and virtual) things based on, existing and evolving, interoperable information and communication technologies” (ITU, 2012).

If we attend to the Internet Architecture Board (IAB), the IoT “denotes a trend where a large number of embedded devices employ communication services offered by the Internet protocols. Many of these devices, often called *smart objects*, are not directly operated by humans, but exist as components in buildings or vehicles, or are spread out in the environment” (IAB, 2015)

Quote from Wikipedia, Internet of things (IoT) is a system in which computing devices are connected to each other; they are able to share, pass and manage data over a network automatically.

To understand the general process of IoT, I am going to explain how is working through 4 different steps:

- Sensors/devices: are in charge of taking data from user's surrounding. A device can have more than one sensor, so its can get different

information
parameters.

about

several

- **Connectivity:** once data is taken, the system needs to send it to a cloud platform. The way in which we are transmitting this data is called connectivity. We can find different protocols or transports to bring that data to the cloud such as: bluetooth, satellite networks, Wifi, wide-area networks (WAN), NFC...
- **Data processing:** this hardware convert sensors signals into digital information for the computer to use it. Once information is processed is sent to a third part.
- **User interface:** This is the third part in which users can interact with the information collected from devices.

McDonalds's applies this technology. They know (through our GPS phone sensor) that we are close to any of their shops and they use this information to send to users different offers and in the same way, they are taking data through their application to personalize their offer according to our shopping preferences.

Adding some information about IoT, I can enumerate some features of this system:

LARGE SCALE	The number of devices is always increasing
INTELLIGENCE	Devices can work and respond autonomously
SENSING	Devices can adjust themselves
UNIQUE IDENTIFICATION	It is a personalized service
DYNAMIC ENVIRONMENT	Status devices changes based on surrounding
HETEROGENEITY	Communication through different platforms
SELF-CONFIGURING	It can update software by themselves

IoT has a lot of functionalities and can be used in several grounds such as: home automation, healthcare, connected car, smart cities, supply chain and logistics, smart grid...

As we see Internet of things is an important tool that can not be explained in 400 words; anyway, in this section I tried to define it, show the general working process and enumerate some features and functionalities of it.

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Topic: Impact of technology

IMPACT OF TECHNOLOGY: ADVANTAGES AND DISADVANTAGES

Technology can make our lives more convenient and easier. For example, food delivery applications on smart phones provide greater choice and also prevents us from physically visiting a restaurant to use take away services. Moreover it can improve the customer experience through fast and efficient online order services. Additionally, the police use advanced surveillance technology such as CCTV and also drone technology to ensure community security by covering a larger scope of monitoring without the use of additional police staff.

But how does technological advances impact McDonald's positively?

McDonald's uses technology to enhance the user experience and improve customer service. For example, McDonald's has recently improved the capabilities of its drive-through menu boards. The menu display automatically varies its food selection depending on the weather, time of day and popular items. (Klein, 2019)

The company has also switched human assistance at drive throughs with voice based assistance supported by artificial intelligence technology. This enables the company to significantly reduce wage costs by reducing staff for drive throughs. (BBC, 2019)

The company has also implemented self-order kiosks and also mobile order and pay facilities, so that customers can make orders without having to stand in a queue at the restaurant and therefore save time. (McDonald's News Room, 2019)

Disadvantages: With the highly automated restaurant experience, McDonald's will have to lay off staff. This would lead to job loss for employees that work in drive throughs for example. Also the personal face-to-face service provided by having McDonald's employees at drive throughs would be lost due to the self-service technology used by the restaurants.

Reliance on technology in many aspects of the restaurants operations can greatly increase the risk of a system outage or a network malfunction to business operations. For example, an outage on the mobile order and pay service can have a considerable impact on sales.

Implementation and management of advanced technologies require large costs and would be disadvantageous if McDonald's does not gain any benefits through increased sales.

Disruptions to services provided over the internet such as the McDonald's application can cause brand damage and loss of reputation. If the technology begins to be slow or dysfunctional then this might lead to decrease in sales and complaints from customers.

McDonald's may also have issues with increased use of technology within their processes and operations as the company risks been affected by network security threats.

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Topic: Lessons that can be drawn from the case study

LESSONS THAT CAN BE DRAWN FROM THE CASE STUDY

As someone like me born in 90s, the technology was not so advance as it is right now. I can remember that I was really enjoying using my little typewriter when printers did not exist yet.

Technology is just in our surroundings nowadays; most of us cannot move forward or work without the internet.

The invention of computers helped a lot the organization to maintain the data flows, manage contacts, follow procedures and keep an eye on employee's data. It helps to maintain the connections between supplier's buyers and sales. (*Carson, 2019*)

McDonalds used technology to help the business to perform in a high level, known that had first drive through window and became famous on it, it makes the organization works even more efficient and effective with the minimum hired people and helps the reductions of the business cost.

The use of the modern technology helped out the development of the service, leading to the success of fast food restaurants in many factors like the average order values, better workplace, fast service and better food quality. (*Anon., s.f.*)

This improvement of the business with the technology results are stress-free and efficient service.

Especially when they started to do deliveries around the globe, which makes a lot easier for people to have their meal wherever they are.

The company also had the idea to use PDQ (Process Data Quickly) to speed up the queue that they have in the counter, gaining more time to take orders and at the same time to gain more clients. (*Team, 2017*)

Their digital ordering platform launching the self-service kiosk; this may have a result of disadvantages and advantages depending on people. In my opinion, for older people might have difficulties on ordering their food because the lack of their technologies or their eye sight, but for younger people would likely to use it because is easier and quicker.

The self-service kiosk can reduce time to take an order comparing to order it verbally with the staffs, this extra time that the staff member will gain from the self-service kiosk can increase the productivity of the customers' orders.

If McDonald have not used modern technology in its business it might have to hire five times more staffs to reach the level of production as it is now, also the food quality it is not going to be same as it will affect its productivity and preservation.

The competition between the quality of the product and how faster is it delivered, using the technology effectively can guarantee McDonalds productivity and stability.

The technology has always been the goal to make the human life easier, like in this case McDonald have a lot of advantages of using the modern technology.

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Topic: Conclusion

CONCLUSION

We have learnt that technology has had a huge impact on the business in a good and bad way. As we all know McDonald's is well known for their speed and quality of food they deliver, and due to the modern technology they have introduced and been using, such as ... Interacting taking orders machines, free WIFI in their shops, artificial intelligence in drive-thru, taking orders through the application and home delivery, we can see that it is clearly related to continue to be as efficient in order to continue to pursue their goals.

We can see how technology is very efficient and has been able to improve their customer service and make sure every customer is satisfied with the service provided, but it has also made work itself so much easier. For example McDonald's have been able to improve the capabilities of its drive-thru menu board which automatically displays a variety of different menus depending on the weather, time of day and popular times, installed self-order machines in order to reduce long queues and therefore save time, with the capability of taking your order and receive payment, which will then print out your VAT receipt and order number for you to walk up to the counter and receive your items.

With that being said, although the use of technology has a lot to offer and improve the workplace, it also has its disadvantages starting with the self-order machines and drive-thru technological facilities, the fact that the customers don't need to interact with a human being, leads to job losses due to the fact that not many employees will be needed.

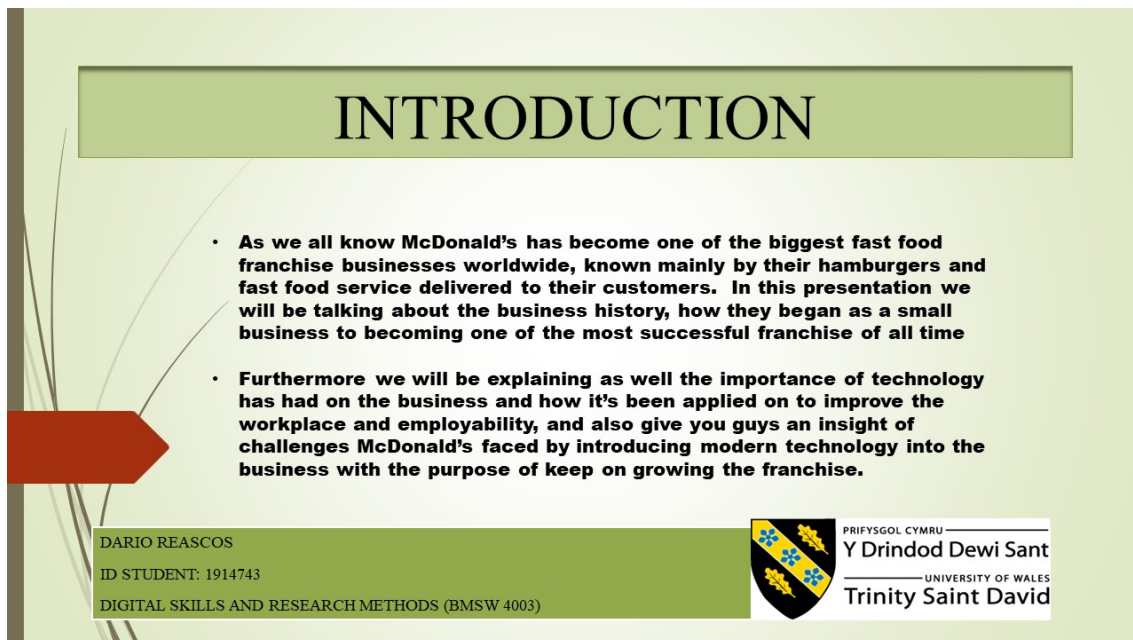
Relaying on technology has got a huge risk involved as well due to the fact that a network malfunction could happen at any time and these could affect things such as mobile orders and pay services which will then have a considerable impact on sales.

Implementing and managing high modern technology will also require a large cost and would affect the company because they will not be gaining any benefits through increased sales.

To conclude, although technology has had a huge impact in our lives and has been able to make it so much convenient for us to use where it's almost impossible, in fact there isn't a day where we go without having to interact with a device, it can also have a huge negative impact in the company when there is a network malfunction.

APENDIX

INTRODUCTION by Dario Reascos (1914743)



The slide features a light green background with a decorative vertical line and a red arrow pointing right. The title 'INTRODUCTION' is centered in a green box. The main content consists of two bullet points. The footer contains the student's name, ID, and course, along with the University of Wales Trinity Saint David logo.

INTRODUCTION

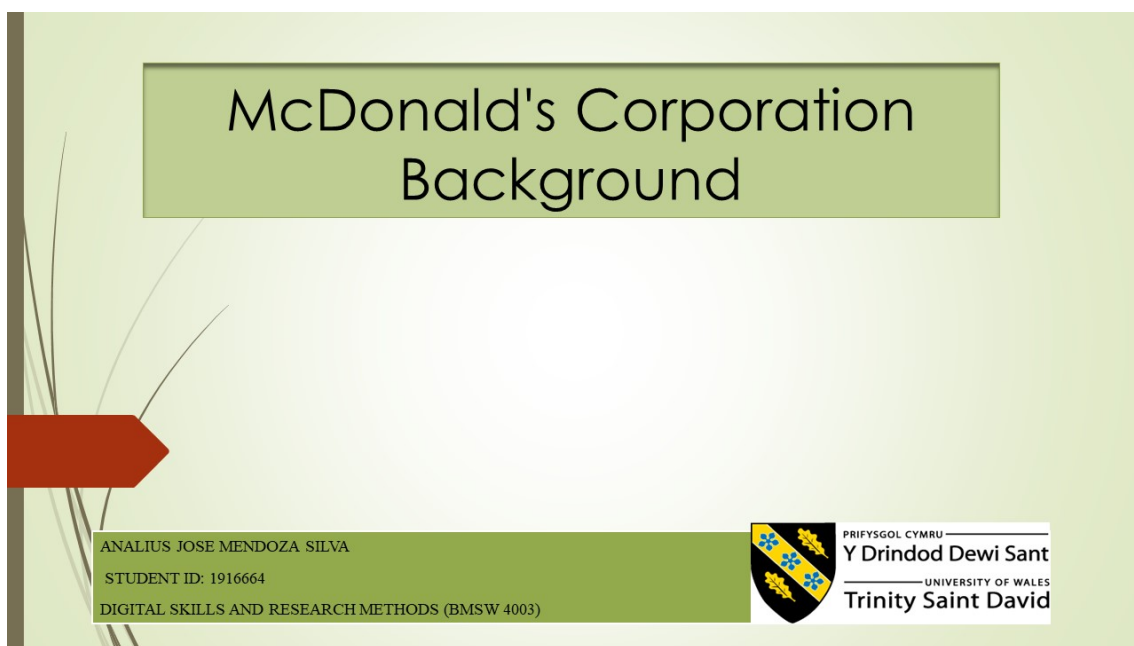
- As we all know McDonald's has become one of the biggest fast food franchise businesses worldwide, known mainly by their hamburgers and fast food service delivered to their customers. In this presentation we will be talking about the business history, how they began as a small business to becoming one of the most successful franchise of all time
- Furthermore we will be explaining as well the importance of technology has had on the business and how it's been applied on to improve the workplace and employability, and also give you guys an insight of challenges McDonald's faced by introducing modern technology into the business with the purpose of keep on growing the franchise.

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MCDONALD'S CORPORATION BACKGROUND by Analius Jose Mendoza Silva (1916664)

FIRST SLIDE



The slide features a light green background with a decorative vertical line and a red arrow pointing right. The title 'McDonald's Corporation Background' is centered in a green box. The footer contains the student's name, ID, and course, along with the University of Wales Trinity Saint David logo.

McDonald's Corporation Background

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SECOND SLIDE

Maurice and Richards Macdonald

- They were two brothers with the idea of fast food restaurant that opened in 1948
- Their ideas for this small business brought the attention of the sales man Ray Kroc.
- The process of self service and fast preparation of the food capture the attention of this sale man
- Kroc soon offered the brothers to open a new franchise that they will call McDonald's

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THIRD SLIDE

McDonald's Icons

- Products that will define McDonald's
- In 1963 they introduce Ronald McDonald the clown
- Big Mac (1968)
- Happy Meals (1979)
- Chicken McNuggets (1983)
- Among others.

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FOURTH SLIDE

McDonald's Growth

- The franchise expended in America and Internationally with more than 10,000 restaurants by 1988
- In the early 21th century their growth will reach the 35,000 restaurants open internationally
- They become really popular for everyone from children to adults

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CHALLENGES BEFORE INTRODUCING MODERN TECHNOLOGY by Isabel Gallardo Gomez (1915303)

FIRST SLIDE

CHALLENGES BEFORE INTRODUCING MODERN TECHNOLOGY

- **INEFFICIENT INTERNAL COMMUNICATION**
- **MOBILE PHONE PAYMENT WAS NOT AVAILABLE**
- **PAPER MENU WITH VERY FEW OPTIONS**

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SECOND SLIDE

CHALLENGES BEFORE INTRODUCING MODERN TECHNOLOGY

- NO HOME DELIVERY
- NO TECHNOLOGY IN DIRECT DRIVING
- INABILITY TO CONTRAST DIFFERENT CUSTOMER OPINIONS
- THERE WAS NO WIFI SERVICE

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INSIGHTS OF MODERN TECHNOLOGY INTRODUCED by Francisco Jose Gonzalez Castillo (1917101)

FIRST SLIDE

MODERN TECHNOLOGY

- DEFINITION OF MODERN TECHNOLOGY
- FIRST TIME MCDONALD'S APPLIED MODERN TECHNOLOGY
- INTRODUCING "INTERNET OF THE THINGS" (IoT)

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SECOND SLIDE

INSIGHTS INTERNET OF THINGS

- **DEVICES AND SENSORS**
- **CONNECTIVITY**
- **DATA PROCESSING**
- **USERS INTERFACE**

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IMPACT OF TECHNOLOGY by Alejandra Isabel Jarit Bonillo (1915305)

FIRST SLIDE

Impact of technology

- **How does technology make our lives easier?**
- **Impact of technology on McDonald's business?**

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SECOND SLIDE

Impact of technology

McDonald's

- Advantages
- Disadvantages

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LESSONS THAT CAN BE DRAWN FROM THE CASE STUDY

by: Denise Jillian Castro Pantaleon (1916143)

LESSONS THAT CAN BE DRAWN FROM THE CASE STUDY

TECHNOLOGY MAKES THE HUMAN LIVING BETTER AND EASIER

- **INCREASE EFFICIENCY**
- **ACCURACY**
- **CONNECTIVITY**
- **EFFECTIVITY**
- **STAFF COST**
- **CUSTOMER SATISFACTION**
- **QUALITY**

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CONCLUSION by Dario Reascos (1914743)

CONCLUSION

- **We have learnt that technology has had a huge impact on the business in a good and bad way. As we all know McDonald's is well known for their speed and quality of food they deliver, and due to the modern technology they have introduced and been using, such as ... Interacting taking orders machines, free WIFI in their shops, artificial intelligence in drive-thru, taking orders through the application and home delivery, we can see that it is clearly related to continue to be as efficient in order to continue to pursue their goals.**

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