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McDonald's

McDonald's is international fast food company. McDonald's restaurant limited onward familiar as Macdonald's Hamburgers Limited. The owner was McDonald's corporation the main company situated in Illinois, United States of America. It was founded by Mr. Ray. A. Kros in 1955. They provide very reasonable price menu same value all over the world. in McDonald's lead their business in over 121 countries and 130,000 fast food restaurant all over the world. McDonald's run their business strong enhancement onto overseas countries by three main three systems, franchising, company-owned restaurants, and joint ventures. Most of the majority of international restaurants flow from franchising contracts. The company management relies on the franchising methods. McDonald's not only a name it is the brand all over the world. The company running their business following international rules and regulations.

(Macdonald website 2018)

Training staff:

The company trains their all new staff by crew member until they get well trained in all the services. Management level also trains them. They train their all staff before serving customers. They maintain allures procedures. They give train about service, health and safety, products and menu, equipment and how to use the equipment.

Management:

The company has a different level of management. They have floor managers who look over on the floor and the main focus on customer service. They also have shift manager who runs the shift. Some store opens 24 hours and that time they have a different shift.

They also have customer assistance manager, assistant manager, business manager. On every shift manager chooses a team leader who runs the shift. The shift will be run by this leader.

Products:

Macdonald's have a very reasonable menu for all level of customer. The price of the menu is reasonable and any level of people can buy anything with the low cost of value. The company mainly do two types of menu.

They are breakfast menu and main menu or lunch menu. Breakfast menu normally start from 5 am in morning and it's going to until 10:30 am. On the breakfast menu, they have sausages, bacon, muffin, hash brown, portage, bagel, pancake, roll, wrap, snack wrap, flatbread, hot drinks, cold drinks, shakes, iced drinks and desserts.

From 10:30 am they change to the lunch menu or main menu. It runs all the rest of the day until morning. On the main menu, they have lots options.

They do the kids menu with nuggets, burger, fish finger, wraps, chips and called happy meal which one is so favorite for kids. The happy come with any soft drinks, juice and shakes. They also add fruit bag and carrots bag for kids. Even they change them with seasonal fruits. Macdonald does very nice toys with a happy meal and they change them all the year. For an adult, they have established and a very popular burger which is known as Big Mac, quarter pounder, big tasty, wraps, chicken sandwich. Low-cost burgers are mayo chicken, hamburgers, cheeseburgers, barbeque BLC, spicy chicken wrap and French fries. They also do the seasonal fruity smoothie in a different season. In a whole year, they do promotions burgers for certain period. The promotion burgers come normally in summer, winter, Christmas time or mid-year period.

McDonald's also do vegetable burger these are very popular for vegetarians. They also start salad. The salad comes with chicken, Bacon and beef. They serve the salad with grilled or crispy.

The company have some fish burger for adult and fish finger for kids.

(Macdonald's website 2018)

Service:

McDonald's serve their all customers equally and with them the same priority. The company's main focus on all customers should be served with the same value of respect. The company customers service key points are

- Value and respect
- Make it special
- Friendly and fast
- Be you
- Enjoy what to do
- The normal waiting expected time for customers 90 seconds and maximum waiting time is three minutes.

Why McDonald's need SWOT analysis:

The term SWOT refers to strengths, weaknesses, opportunities, and threats. Basically, SWOT analysis is an important factor for every single company in order to know the inner and outer circumstances that will hit it's expected production. Firstly, the company's strengths and weaknesses are always considered the internal factors. Secondly, opportunities and threats always deal with factors external to the business-environmental factors. In order to use the resources efficiently, discover the possibilities, deal with risks and competing positioning every single company does the SWOT analysis.

SWOT Analysing:

Strengths:

According to 2018 report, Macdonald achieved second largest fast food restaurant in all over the globe. The company operating 37,241 restaurants in 120 countries.

Rank	Brand	Location
1	Subway	43,772
2	McDonald's	37,241
3	Starbucks	27,339
4	KFC	21,487

Source: (The respective companies financial report and official websites)

They have world famous and established the brand. The company already reached to all ages people. They use all sauce spices their own brand. People accept their all quality. They believe in quality food. The company always use a fresh vegetable staff. People accept McDonald's Muffin roll wrap portage hot drinks, big Mac, quarter pounder, hamburger, cheeseburger, nuggets, soft drinks, smoothies, pies, Mac flurry. They are very strongly popular for McDonald's customers.

The company has a wide range of products. Also, the company worldwide. Their bun, meat, chicken, sausages, bacon, spices everything is their own brand. All over the world accept their brand this is the main strength of the company.

Weakness

First of all, most of the food items of McDonald's contains a heavy amount of high-fat content, as well as its menu, is always absolutely complex for many of its customers. Although they introduced lower-fat range food items, they always have been criticized as they also producing high-fat, higher calorie items allowing consumers to extend the volume of a meal (McDonalds 2017b). Besides this, the franchise scheme may also indicate that there are different levels of service at McDonalds' outlets, which may affect the brand value. Further, the equipment resources at the older branches have may impact on services, which has delayed service. Last but not the least, as McDonald's is not providing a national delivery service, they stay way behind from similar restaurants (McDonalds 2017c).

The company only depends on fast food nowadays people try to find something different. People depending on Indian, Chinese, Thai, Italian, Turkish food. They strongly depend on chicken, beef and bacon.

Opportunities

Firstly, McDonald's will have to make the best advantage of technology in order to enhance its service offering and relationships with consumers, especially for growing demand for greater usefulness in terms of the food to go market ("McDonalds 2017a"). Secondly, they will also get the opportunities to improve its sustainability by providing proper recycling equipment which can help with its efforts to become a more reliable company. This will also help in order to prove its dedication and sustainability to stakeholders, for example, the government and its shoppers. As it is the well-known company all over the world this is the opportunity for this organisation.

Threats

As concerns about obesity levels may push the government to impose a higher level of tax on junk food, so which would certainly squeeze the overall profit margins. If McDonald's cannot take the control of using the fat content that they use to produce the fast food then this would affect on customers as all the extra tax may be passed on to them. In addition to this, financial intimidations toward the organization have to consider the danger of slowing growth in the global economy which might also be noticed in the sector of fast food ("IBIS World 2017"). Furthermore, the rules and regulations of certain countries are quite unfriendly for McDonald's franchises. This is what prevent McDonald's from implementing its strategic objective from happening.

Macdonald's running their fast food restaurant all over the world including Europe, Asia, Africa, America even Russia. They have rapid increase move for fast food restaurant company.

Macdonald's has huge branches all over the UK. They have more than 1,330 company-owned and franchise stores only in the UK.

They first opened the restaurant in UK October 1974. Within a short time they reached to all ages people with mouth-watering food.

Macdonald's have huge numbers of employer's scale. According to 2018 report, they have 235,000 employees all over the world. In the UK there are

98,000 employees working for this restaurant. On management, they have 2,292 and they also have 500 office staff. In this company majority of employees are called to as crew member and they paid by the hour. Their main duty is serving customers, prepare food and running out duty to look over all necessities on the store.

Importance of Training and Development in Organisation:

Development and training is a key point of success of any kinds of organisation. Training is a teaching system or developing someone's mind. Any kinds of training have a specific goal to enrich capacity and productivity.

Any company's success depends on management and development process. If the management doesn't develop their training system the organisation won't reach the goal. McDonald's is such a company they train their staff from beginning to end.

Important Role of McDonald's:

Working in groups and teams:

McDonald's is such an organisation they always work in group and as a team. There always has a team leader and all the employees works according to leader's direction.

In an organisation group-based activity is to task actively it requires combination and co-operation in its all staff.

In the organisation, most activities need at least some degree of coordination within teams and teamwork.

The importance and significance of group:

Groups are always a symbol of good community and social circumstances. The individual task always divides from others. The organisation made with a group of people and there is the certain goal of success. Individual work never reaches the goal. McDonald's is an organisation there always perform their work with a group and the group always lead by a team leader. This is why they are successfully running their business all over the world. According to Laurie J. Mullins, all member of the group must

coordination in order to perform their work and carried out, and all managers contribute to work.

Group Leader's Skill and Development:

As a group leader or as a team leader someone must have to be a professional and educational skill. As the leader must have to lead power and training skill. Macdonald's have their own management degree. If someone be qualified and achieved the MacDonald's degree then they only apply for managerial post. Their training and development process is very important role in the company. If there is unskilled and unprofessional people goes to leading power the company must fall in treat.

Conclusion:

By researching and analysing the company we can understand that McDonald's is one of the most popular and famous brand around the world without any doubt. The company running their business about 90 years successfully for their hard work. The management of company is incredible. They train all the staff A to Z. The training system of company one the reasons for their success. The company has a unique brand all over the world. This is the main strength of the company. On the other hand, the company has some weakness. If they do not try to overcome the weakness they will face a big challenge in near future. After all they still have some opportunities I discussed on top they still can work for this opportunity and take the advantages. The company need to realise their threat because in this competitive world it's very hard to hold the success all the time.

References:

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Chapter 8 page 270
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