

CertHE Skills for the Workplace

Digital Skills and Research Methods



- Andreea Veliscu (2120429)
- Ionut Florin Demian (2125129)
- Robert Mihailica (2125125)
- Vanessa C. Lopez (2125432)
- Vitoria O. Santos (2125137)

Lecturer's name: Balendran Kandasamy

WHAT IS MCDONALD'S ?

- ❖ It is a multinational fast food corporation.
- ❖ Operated by the brothers Richard and Maurice McDonald
- ❖ In San Bernardino, California, USA
- ❖ 1955-1958



Richard
McDonald



Maurice
McDonald



Ray
Kroc

McDonald's

the drive-in with the arches

McDonald's Amazing Menu

Pure Beef Hamburger.....	15¢
Tempting Cheeseburger.....	19¢
Triple-Thick Shakes.....	20¢
Golden French Fries.....	10¢
Thirst-Quenching Coke.....	10¢
Delightful Root Beer.....	10¢
Steaming Hot Coffee.....	10¢
Full-Flavor Orange Drink.....	10¢
Refreshing Cold Milk.....	12¢

BACKGROUND OF THE ORGANISATION

- ❖ End of the 1990s, McDonald's opened extra eleven thousand restaurants outside of the U.S.A
- ❖ Ray Kroc and Harry Sonneborn developed an economic plan, which the company would own the land on which the franchises would build their restaurants. That business model continues until today, and it is widely considered as one of the most important financial moves the corporation has ever made.

BEFORE MODERN TECHNOLOGY

- ❖ Industry is becoming more efficient, effective, and better at providing their clients as a result of digital technology.
- ❖ McDonald's exploits technological breakthroughs to provide personalization to consumers via self-service kiosks.
- ❖



- ❖ McDonald's make customers' lives easier by providing them with technology that they are familiar with.

INSIGHTS TO THE MODERN TECHNOLOGY

- ❖ Daily customer traffic of 60 million in over 100 countries
- ❖ Making the drive-through experience better
- ❖ Using mobile apps to personalise the client experience
- ❖ Digital menus have a number of advantages.

ENHANCING THE DRIVE_THROUGHT EXPERIENCE

- ❖ 65% of sales in USA are coming from drive thru
- ❖ Waiting time in USA in: 2020 – 5 minutes, 57 seconds, 2021 – 6 minutes, 22 seconds
- ❖ Longer time to wait , negative experience for the customer that have to wait longer for his order.
- ❖ Predictive analysis aids the company in anticipating when a large group is likely to arrive.
- ❖ At that particular moment, the shift is being worked by a larger number of people.



Using mobile apps to personalise the client experience

- ❖ More than 40 million active app users in its six largest regions are using mobile apps to personalise the client experience.
- ❖ The Golden Arches now have real-time access to critical client data.
- ❖ Data can be utilised to make personalised offers to each customer.
- ❖ Encourage repeat visits and sales to increase.

THE BENEFITS OF DIGITAL MENU

- ❖ can adapt in response to real-time customer feedback
- ❖ can modify its options depending on the weather and any major events in the region.
- ❖ Keeping track of and analysing massive amounts of client data
- ❖ information can be utilised to make additional menu adjustments
- ❖ reorganise the number of staff working on each shift

IMPACT OF THE TECHNOLOGY

- ❖ McDonald's achieved a year-over-year increase in systemwide sales* of 21%, topping \$112 billion globally.
- ❖ Comparable sales in the United States increased by 13.8 percent the whole year. It was the country's highest yearly comparable sales ever reported, and it was the 7th year in a row of positive comparable sales. Digital Systemwide sales in our top six markets reached \$18 billion in 2021, accounting for more than 25% of total Systemwide sales.
- ❖ McDonald's reported a 41% gain in operational profits for the whole year, bringing total revenue to \$10 billion globally.

FINANCIAL RESULTS FOR THE FOURTH QUARTER:

- ❖ Global comparable sales increased 12.3% over the previous two years (10.8 percent), with positive comparable sales in all segments
- ❖ The United States increased by 7.5 percent (13.4 percent on a two-year basis)
- ❖ International Markets sector grew by 16.8%. (8.2 percent on a 2-year basis)
- ❖ The category of International Developmental Markets grew by 14.2 percent (10 percent on a two-year basis)
- ❖ Revenues climbed by thirteen percent on a year-over-year basis (14 percent in constant currencies). Sales climbed by 13% across the board (14 percent in constant currencies).

- ❖ In the last two years, delivery has grown to become a \$3 billion industry throughout McDonald's global operations, and no signs of a slowdown are on the horizon.
- ❖ McDonald's now has over 19,000 delivery-enabled locations, a 68 percent increase from the number of delivery-enabled locations disclosed six months ago. McDonald's delivery sites now account for more than half of the company's global reach.

Lesson Learned

- ❖ McDonald's opened the first drive-thru window and was the first central international fast-food restaurant.

Losing Customers

- ❖ It was losing customers because they couldn't provide a good customize for the customers.
- ❖ Higher waiting time on check-out queue.
- ❖ Overage order Values.
- ❖ Lower order accuracy.
- ❖ Go bankrupt

Improving

- ❖ The purpose of the technology introduce is make customers happy and satisfaction.
- ❖ Increase of annual income for the organization
- ❖ More job vacancies with better earnings
- ❖ Lower waiting times at the check-out
- ❖ Better order values
- ❖ Higher order accuracy



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