

BMMB713D Strategic Management Assignment BMMB 7013D
Submission: By George S Uzonwa (2013467)

Assignment Title: Strategic Report

Case Study Based Organisation: McDonald's Strategic Management



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Executive Summary

The implementation of a sounding and effective strategy is essential in every organization as it provides an effective platform for the individuals to perform well which has been observed driving the companies towards the achievement of success locally as well as internationally. As the personnel belonging from the middle management department, it is essential to implement effective tools for analyzing the behaviour of the company as the recent shifts in the business has caused serious levels of setbacks to almost every company. The strategic reports have focused on the key measures that would be needed for every organization to make their ventures a success and to make the customers satisfied again after the issues of a pandemic spreading globally. The report has been discussed based on the guidelines and proper flow of criteria upon which the readers will assess the things in order. This report has designed focusing on key strategic management definitions along with the use of effective tools for analyzing both internal and external issues before addressing them. For example, the recent COVID-19 Pandemic caused by SARS-COV-2 surprisingly hit the world inflicting damages to human lives, businesses and subjected our environment to a high tension and confusion.

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This report has been developed focusing on the McKinsey and company's identified strategic issues and analysis of their findings that were based effective theoretical and strategic management tools.

McDonald's Fast Food Chain has been used for case study and the analysis of How the Corporation management made choice of the theoretical and strategic management tools used to pursue its long-term strategic goal rather than the short-term goal seen as a golden opportunity throughout the report ((Boyar L.,and Davis-Friday, 2019). The key terms used in the report includes strategy, management strategy, and the effectiveness of the strategic methods on making the business sounding as illustrated in relevant articles and journals making the study more interesting for the individuals to understand. McDonald's take ethical issues and strategic implementations very serious in order to effectively deal with micro and macro issues using any or combinations of the available strategic management tool and frameworks such as SWOT, Porters Five Forces, PESTEL, Ansoff's Matrix, Generic strategies to resolve issues sorounding marketing and competitiveness (Zhang et al.,2020). Finally, this study focused on a sounding recommendations and assumptions developed from the practises involved to make the research have a directional focus that enable the company achieves its long-term goals with the following outcome:

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- Synthesis the relationships of both the internal and external context and their impact on the organizational management strategy of the corporation called McDonad's.
- Clear understanding of the modalities for critically analysed competitive and development strategy.
- Clear assessment and understanding of the factors that were considered in the organization's strategic implementation.
- Finally, reveal critically explored response of the organization's management functions in dealing with ethical challenges

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Introduction

As a Senior Management Personnel of the World fastest fast food and Burger restaurant outlet McDonald's charged with the responsibility of championing change that will transform the corporation, it is essential to develop solid evidence from previous studies about how the food chain company has developed to keep momentum with the its competitiveness using management principles and the factors that drive the company's business strength, avoiding volatile circumstances, creating opportunities and gaining market shares without losing track of its strategic goal. Furthermore, strategic management analysis and tools in this report have been evidence based from relevant studies conducted by highly experienced management firms, agents academic scholars and theorists who have earned their respect through their robust and relentless evidence based work . The datasets seen in this report are from trusted sources. At this point it has become important to understand briefly the company called McDonald's and then follow-up with the definition and critical analysis of strategic management at the company.

Strategic Management Definition

There are numerous definitions of Strategic Management, however below are the definitions associated with McDonald's, the company of the case study:

1. Strategic management as defined by Andris Barblan of the strategic University Institute in EUA defined Strategic management to aim specifically at leading, driving and helping

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people in every corners of the organisation's internal and external environments who are involved with development focusing on the identity and image of organisation's, and to supply answers to questions concerning its worth within the environment, which include fixing its longer term growth and using its capacity to foster its "potential" for development.

2. Another School of thought used the concepts of 5Ps to argue that single definition of is not good for strategic management and outlined five definitions of strategy and their interrelationships as follows:

- Plan: Strategy as an intended course of action for resolving situations.
- Ploy: Strategy as manoeuvre to outwit competitors, and also part of a plan.
- Pattern: Strategy stemming from deliberate or intentional behaviour consistency, which can be independent of a plan.
- Position: Strategy as a force for mediation between the organization and environment, the compatibility with any of the Ps is possible.
- Perspective: Strategy as an ingrained to conceptualise or perceive the world such as aggressive pacesetter vs. late mover, which can be compatible with any or all of the Ps.

These definitions are evidenced as being closely associated with McDonald's interpretation of its management strategy. For example, McDonald's management strategy is formulated on the belief that changes in business environment will constantly need to be diversified to achieve its

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potential. The fact is that strategic management process helped the organization navigate through the pandemic shock of the present situation, with an added opportunity to deploy and analyse strategies for their effectiveness before implementation. These 5P strategies (Plan, Ploy, Position, Pattern and Perspectives) of Strategic management can differ in implementation depending on their surrounding environment. Strategic management as seen by McDonald can be applied to both internal and external environments with digital (mobile) platforms inclusive. For example, McDonald's applied its long management strategy and experience using mobile app and digital communications to transformation its business and regained ground in the competitive market despite its initial business failure as a result of lockdown and changes in policies across all regions and countries of the world. It was hard to remember the last time in global economic history where every single organization be it small, medium, large, multinational or multiregional squared up to deal with one single risk factor. Nothing of sort ever happened before.

McDonald's and Transformation in the Pandemic Era

. The struck of the pandemic shook the world and putting it in a much more volatile position and risk factored than ever before, and completely changed how we live, work and operate our businesses. As organization reacted to the uncertainty and unprecedented challenge,

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without a roadmap or guide of the past data to inform predictive models that can offer preparation for the future.

However as a company that focused on reducing risks, McDonald's in connection with clients and all those that have connection with the corporation responded with compelling passion and committed to embark on a collaborative effort using any available strategic management tools including the principles of corporate social responsibility(CSR) to move communities, society and the economy forward despite the difficulty. The need for an effective strategy in the company is essential to eradicate the concept of less hiring in the middle management as overhead value analysis was observed impacting the jobs of several employees working during the pandemic (Markovits, 2020). For example, accepting the constraints imposed by the unknown pandemic are not an acceptable option. McDonald's pursued and made an active decision to define the "new better," collaborating with agents, stakeholders and other organisation. One of the strategies adopted by the corporation includes flexible approach in their menus, online order, limited onsite leisure, creating new traditional menus, drive through service, online and onsite Card payment, expansion of food delivery platforms, working with farmers to ensure supply sustainable, commitment to reducing carbon foot print, Lowering prices, engaging in philanthropically with communities, offering free foods and donating to families in crisis, and supporting our franchisees to do the same globally, investing robustly in safety of our staff and customers laying a strong foundation for changing working conditions and best support for

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our employees. Although, “McDonald’s already had a system to support our people’s personal needs and safety before the pandemic workday”, including general support around health and wellness and supporting managers to help their teams are also key aspects. “The flexibility and working models we had before the pandemic sets McDonald’s path well to adapt to workforce changes.” Since the inception of Pandemic in 2020, businesses, health and public welfare and other services have had survival difficulties that resulted to a massive psychological, mental, behavioral, and corporate strategy change (CDC, 2020). The societal and environmental changes have swept businesses and human lives away and threw many different survival challenges to the remaining ones. For example Businesses throughout the United Kingdom and the world including the fast food giant McDonald are yet to recover fully from the effect of the crisis resulted from Coronavirus.

This crisis is having serious impact on food and restaurant businesses including McDonald’s one of the few survival restaurant brands. Though, a large number of restaurants are still fighting for their survival while the prevailing ones are passing through unexpected and unanticipated transformational changes following consumer behaviors and stakeholders acceptance.

Report from studies conducted during crisis similar to the coronavirus event showed that some businesses were more resilient than others due to the successful integration of crisis

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management and strategic planning. As the senior management personnel charged with the reciprocation responsibilities, my focus remains with the strategic aim of the organization accompanied by sound and clear strategic plans based on the research data from case studies before me. Furthermore, considering the usefulness of the source tools appropriate for the project is vital in pulling the five frames transformation.

Strategic Management Analysis and Application

McDonald's have applied the principles strategic management including the 5P strategies backed by McKinsey change management system to overcome numerous risks including the unprecedented pandemic crisis, 2021 change development agenda and increasing its market share. The numerous definitions of Strategic Management have given opportunities for flexibility of choice and diversification. With this mind, suitable choices can be made depending on individual risk factors. However, the definition in this report is associated with McDonald's choice of strategic management decisions, theories and tools with their implementation.

Strategic management incorporates useful functioning regions of the firms for ensuring the maximum levels of harmonization and to bring them closer (Novikov, 2018). The majority of the studies have mentioned the use of a successful plan for delivering effective strategical practices towards the company which have been benefitted from these plans and principles and have taken their business towards the next levels. In this report, strategy is seen as a set of action that

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managers take to achieve the organisational goal. It can further be elaborated as the integration of activities associated with organizations and utilization of the scarce resources to meet planned objectives. Since strategy is always the main focus of McDonald's top management team working at the sounding development of strategic action plans must ensure that a pleasant and effective strategy must be implemented for its effective regulation in future.

According to Grant, (2021), it has been identified as the source of general direction or elements that are essential to achieve any desirable state in nearby future. Also, it is the result obtained from a lengthy strategic planning process. The implementation of a successful strategy depends on successful decision-making skills. It means that the decision must be focusing on the key attributes to design sounding strategy such as competitors, suppliers, and customers are the targeted population for which the company makes strategies to cater their responses. It involves long-term development rather than focusing only on the operations on routines and it is stated as a roadmap for every firm.

Factors of strategic management

A successful action of a plan requires fulfilling a set of essential factors in order to develop a promising strategy. These set of factors may be utilized by the study for addressing crisis situation by simply applying the principles of relevant theoretical studies of recent times in areas such as finances, marketing, operations, transformational management or change in the

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organizational structure, competing rivalries across the global spectrum and cultures and rule of laws developed by the regulation or legislative authorities. These factors are still essential to be considered in the recent outbreak tenure for making the companies more profitable and facilitating them to come out of this global pandemic completely. The most important factors can be the rules and regulations which are essential for regulating the business nowadays, which must be considered in every firm's action plan (Drobyazko et al., 2019).

Strategic management theories

The management theory behind strategy formulation has been identified in this study as a system of thoughts involving the explanation of its evolution, principles, application and of the origin of the link with calculated management. In consideration of the case relating to the effective management and strategic approach can utilize existing theorem for management of strategies which are found beneficial from various studies conducted. For example, McDonald's have effectively applied effective management approaches in the form of strategic management theories which include combinations of contingency theory, resource-based theory, agency theory, survival-based theory, resource-based theory, and competition-based theory. This is no limit as to how these principles and theories can be utilized in dealing with crisis.

The most effective theory implemented by the McDonald's has been the contingency theory because of its viability in bringing thoughts that the management team agree with and it is

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also situational in nature. The internal attributes are essential for any firm to bring a successful business and can be done by the use of contingency theory which has been found effective in attaining competitive advantage (Rosenberg et al., 2016).

Strategic Analysis based on McKinsey and Company

I think that I would create a change management model that incorporates McKinsey's 7s model. (McKinsey 1980) as it provides a simple framework that recognises that shared organisational values and the mission and vision of an organisation is of central importance and it can influence the way a company structures its resources, its business operations and processes, the talent it employs and approaches it takes to engage, and support them, the skills and their capabilities, the culture and style of the organisation (Story 2019) and level of hierarchy or non-hierarchy it adopts and the strategy it creates as a result. Based on the analysis of the current situation of McKinsey and Company in the recent pandemic era, my strategy as the senior management personnel includes a proposal includes facilitation of the five frames of transformation such as aspire, assess, architect, act and advance which McDonald's utilized with passion to improve its change management agenda. Although McKinsey change management framework alone without the strategic management tools such as Porter's Five Forces, Bowman's strategic clock, Ansoff's Matrix and SWOT, PESTEL may be daunting as they can be applied in any order to achieve purpose. Additionally, there is no hierarchy within the framework which evidences that significant progress in one part of the

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organisation will be difficult without working on the other areas (McKinsey&Company, 2008); I wanted to use a framework that create a culture of team work and equity within the organisation so that individuals take ownership of their actions and development. Prior to implementing any changes, I will distribute a Change Management Assessment (Sarran, Clark and Mendonca, 2018) to all stakeholders. I will also use the Stakeholder Analysis and Engagement mapping tool (Sarran, Clark and Mendonca, 2018). Furthermore, Mcdonald's involvement with Corporate Social responsibility (CSR) philanthropic activities in the communities and culture helped the corporation in their crisis recovery journey in addition to their fat financial balance sheet.

Since strategic innovation and effective management strategies are needed to pilot change that can transform a large corporation of Mcdonald's magnitude with large number of frachisees scattered all over the world, it cannot be as simple as it may sound. But the power of knowledge, society and mission, customer first policy, company and staff safety policy, team collaboration and Me made the change possible. For example, creating awareness of the type of changes about to be made, carry everyone along with a changed mindset, building capabilities by up-skilling and assigning responsibilities and explaining the process are qualities used at McDonald's for their transformation process. To aspire will include vision, strategy, and target involving Mcdonald's engaging historical past story creation; Assess includes checking the significance of Mcdonald's past with dealing with mindset and capabilities and making sure that there are

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enough capable minds who are willing to support the proposed change; Architect includes structural planning of those strategies that have been applied by the management, for example, changing people and the workforce to understand why they must change involving upskilling, rewards for hard work, putting in place adequate process, tools and place and reinforcing the need for certain behaviour change;

Finally, McDonald's management team have members of management who have emerged to become role models admired across the company for what they have achieved with the company. They either created stories or acts that created energy, momentum, confidence and resilience to head in the right direction to make bring quick success or make a tough decision to advance things such as building skills to develop future leaders, specialist skills to focus on critical issues which require passion, belief and willingness to pursue growth within the company. This may also include establishing vision for new cultures, communication with employees, customers and stakeholders through emails, memos, social media video platforms, sales training for member whose behaviour do not support new cultures, promote and reward those that embrace change and attract outsiders who fit into the new change, assign mentors to new employees and create stories to support vision. McDonald's have good strategist in its management team with the responsibilities of monitoring the organization climate to ensure that the new culture is not falling apart, but instead embrace the essential tools for driving management strategies which can include Bowman strategy clock, Porters Generic strategy,

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Porter's five forces model, and Ansoff's matrix. These mentioned tools are further discussed in-depth in relation to their eminence with shreds of evidence observed from the relevant case studies.

As the future of the new normal seen by the management of McDonald's following the customer behaviour is expected to be most on digital and social media platforms, a major focus for the company to cater for its young customers. Apart from social media platforms, McDonald have experienced business increase through the use of other online platforms including digital marketing, Website, Mobile application, YouTube, Facebook, LinkedIn, StackOverflow, Yahoo, google, instagram and many other automation technologies (such as AI, Machine learning) and service oriented platforms such as GrubHub, Uber Eat, Airbnb and so on. The corporation will continue to embrace these new ways while keeping track of the changing customer behaviours and part of its culture of sit-in and eat and Drive-through model.

Analysis of Strategic Management Tools

Ansoff Matix and application in McDonald's Strategic Development Agenda

Ansoff's matrix is found to be efficient and was utilized by McDonald's as part of its strategy development plan for resolving current pandemic crisis. The tool has been effectively applied in business growth and expansion within the global market and it has been found to maintain effectiveness. The four basic steps in Ansoff's matrix include market penetration,

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product development, market development, and diversification, and they provide effective business regulations of the business of the companies both locally and international (Hussain et al., 2013), For example, it is suitable for companies with big balance sheet like McDonald's which invested so much in technology such as Application development, AI, machine learning and other automation. .

McDonald's income emanate from diversity of sources, for example, revenues from facility renting, brand loyalty, estate facilities and company operated restaurants, franchise fees, McDonald's competitive market advantage is based on all these all these variety of products, including taste consistency and quick service.

The corporation operate diversified or flexible management strategies that support and promote existing items and services in both new and existing markets. Some of the products are offered as a single product or combination of products such as Big Mac with fries and drink. McDonald's also provide home delivery services to all consumers and substantial discount on family packs and group purchases. The corporation has continuously improved improves continuously with high speed food service at the lowest price without compromising the product quality and using social media, Billboard, newspaper ads, radio and TV leaflets and other platforms to promote its products and services and keep consumer loyalty alive.

Market Development

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McDonald's has been very successful in launching existing products in new markets. For example, every new branch of McDonald food restaurant apart from the once owned by franchisees will have to start their new market with McDonald's popular brands such as Snack wraps, French fries, Happy meal, Big Mac, Snack wraps, Egg McMuffin, Apple slices, Egg pie, Premium salads, and Chicken Nugget. McDonald's is strategically positioned to keep expanding into new geographic markets with thousands of outlets opened around the globe with presence in 121 countries and plans to launch new outlets in Tunisia, Nigeria, Armenia, and host of other nations (Tahilrahmani, 2014), which is why the company is able to promote its existing products in new markets without much impact from the threat of local rivalries. McDonald's is also investing heavily in promoting and establishing third parties franchises to serving its products and using its brand name. Furthermore, the food chain company customizes its products based on regional market nature. For example, "McAlloo Tikkin" lunch in India and "McArabia" lunch in Saudi Arabia. This helps to attract consumers in these local markets and promote and identify with their culture which helps it to reduce product prices on entry of the new markets there by boosting its customer base from the beginning. In all of these strategies, McDonald's promote consumer request for favourite traditional foods to be served in the across both new and old markets which yields loyalty and successfully increased its revenues.

Product Development

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Product development is a term use when new product has been launched in either new or existing markets or both to serve the purpose McDonald's. McDonald's invest millions in research works to understand consumer needs to enable them to launch products that will serve and satisfy the taste of that market segment. For example, in India. Majority of the people do not eat beef outside hallal meat making McDonald's to launch an entire menu without beef outside hallal such as McSpaghetti, McAlloo Tikki, McPizza, and Royal Paneer (Azam, 2017). The same has been done for many other nations where consumption of certain animal meat is a taboo. Even in the United States, McDonald's keeps launching new products in its desserts, drinks, and burgers ranges to satisfy certain segment of consumers. For example Oreo McFlurry and M&M's McFlurry were launches in US for certain market segments. All of these strategies help the company launch and succeed with new products in its existing markets.

Diversification

Diversification is a very risky strategy. McDonald's although is keen to satisfy its market forces, but would not gamble on creating products that will not be popular among consumers. For example, McDonald's established a hotel in Switzerland called "The Golden Arch Hotel" which is not the company's tradition. This is known as horizontal diversification strategy.

Porter's Generic Strategies and the Bowman Strategy Clock

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Grant believes that market share threshold exist at a level where above it, gains of economies of scale are 37 minimal (Grant, 2016). However , Hill also stressed that in most markets, nothing unique like “low-cost” leadership position exist that may weaken the premise to sustain common competitive advantage especially when it is based exclusively based on low-cost leadership market logic.

Michael Porter's generic approach to competitive advantage offer substantial prominence to low cost; Cliff Bowman's 'Strategy Clock' examined the generic competitive advantage from a purely market-based perspective (MBV). According to Mulders, (2019), Bowman’s clock strategy can be used to discuss the strategy from various ranges of initiating points due to its structure clock which has major eminence. He argues that competitive advantage is of no value unless it is of value to the customer and that a customer will always have a preference for such product or services over those of competitors. If this obvious, it may then be because managers do sometimes forget to ask the most basic questions concerning market values, Mulder, P. (2018). Bowman argues that customer’s preferences about their choices matter depending on the price on offer for the product or the alternative. The Purpose of Porter’s Generic Strategies and Bowman's Strategic Clock are both aimed at helping organisations such as McDonald’s understand how they are doing against their competitors and to compete and navigate in the market place in order to be competitive.

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However, competing organisations such as Mcdonal's, KFC, StarBurks within the fast food and chicken fries industry apply the Generic Strategies to focus in three service areas: provide customers with their brand at a low price, provide fast service, and safe food without compromising the food quality. Bowman generic covers leadership, differentiation and focus while strategic clock support strategic position, explain cost and perceived values and possibility of success. Mcdonald strategically positioned itself using the Hybrids strategy to offer products at the lowest cost, but offer products with a higher perceived value than those of its other low cost competitors. But it built a reputation of offering fair prices for reasonable goods.

SWOT Analysis

SWOT analysis is the model that helps organisations to re-examine its Strength, Weakness, Opportunity and Threats (SWOT) within internal (micro) and external (macro) environments.

Strengths and weaknesses are both internal factors that may affect the organization within the internal environment while opportunities and threats are external factors that may influence the organisation from external environment. SWOT framework can have positive or negative effect in the way an organization operates. The strengths and opportunities have positive attribute while weaknesses and threats have negative attribute and need to be improved, (Blythe, 2012).

According to Wood (2014), the four letters in SWOT analysis are explained as the following:

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- Strengths are the internal capacities that allow the company to achieve its goals and objectives for example, McDonald strength is in low cost and fast service for quality menus.
- Weaknesses refer to the internal factors that limit the company to achieve its set goals and objectives. McDonald may be weak in identifying the right strategy to navigate the company towards success in crisis period.
- Opportunities are the external circumstances that may benefit or allow the company to use as a tool to achieve better performance. McDonald's current change success without breaching regional or national laws of countries where it operates create opportunities for competitive advantage.
- Threats refer to the external circumstances that are not under control of the company directly and may have a negative impact on the current or future performance. For example, Threat of Government lockdown policy can be costly to McDonald.

McDonald's used SWOT analysis framework to identify attractive opportunities and threats. The company also applied the principles of SWOT framework in identifying Strengths and weaknesses of its product and service ranges. The purpose is to match the strengths of the company and the opportunities it has, while at the same time overcoming weaknesses and diminishing threats. (Kotler, Armstrong, Lloyd & Piercy 2013, 54.)

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Porter's 5 forces analysis

Porter's five forces framework was developed by Michael Porter in 1979 as a business model for assessing an organisation's competitiveness across different industries while considering factors listed below. McDonald's uses Porter's five forces as a framework for the food chain's business evaluation while watching its competitiveness in the following areas:

- **Threat of new entrants:** Threat posed by the new entrance to an existing market. For example, a local chips shop such as Favourite penetrates new market to compete with the big once restaurants to share part of the local market.
- **Threat of substitute products or services:** Companies may offer similar products as their competitors and offer more attractive price and quality products. Example McDonalds fried chicken nugget Vs KFC fried Chicken wings.
- **Bargaining power of suppliers:** Suppliers can put pressure on buyers by increasing prices or lowering qualities. For example, DHL delivery action forced KFC to close all its outlets for 24 hours cause an outrage of financial losses and consumer loyalty.
- **Bargaining power of buyers:** Action of consumers to force businesses to provide quality customer service or lower their prices. For example, hunger strike.

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- Intensity of competitive rivalry: The extent for which companies put pressure on each other to limit each other's profit potentials. For example, McDonald VS KFC in price war in an aim to gain competitive advantage.

PESTEL Analysis

PESTEL is macro frame work that affect organizational business outside of the organization.

PESTEL is also known as PESTLE which stands for Political, Economic, Social, Technological, Environmental and Legal factors. which are the external factors that affect the company.

PESTEL can be considered as opportunities and threats in SWOT analysis which determine strength, weakness, opportunity and threat that faces an organisation from either internal sources (Porter Five Forces) or external sources (PESTLE).

PESTEL is a marketing concept for analyzing rganisation's business environment helping it to keep track while contuing to plan it's business future.

Political factors: Political factors are influences by the government to the business. For example, McDonald's activities are affected by external forces such as government policy, labour law, political and tax policies, environmental law and others (Professional Academy 2018).

Economical factors: Economic factors significantly impact business environment and affect their profit generation. For example, McDonald's marketing and business operations are

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influenced by inflation, interest rates, economic growth. These economic factors are micro and macro-economical in nature including demand in a given regional economy where McDonald's operate. How people spend their money (customer behaviour), population growth, age distribution, health consciousness, culture and religious influence within a region also impact McDonald's venture plans in the area.

Technological factors: Technology influence businesses and strategic marketing activities of products and services deliver. Technology is at the centre of McDonald's Corporation's product marketing and in monitoring the behaviour of its customers towards their supplies. The changing technology heavily impact marketing and management and bring new way of producing good foods and services and quicker ways of delivery to customers. The recent rise in climate and environmental emergency like reducing carbon footprint, global warming or greenhouse gas has been an issue that McDonald's has considered pursuing and have done a lot to get its customer to get involved and change their behaviour.

Environmental Factor: This is about companies being aware of the environment where they operate and provide services e.g. environmental policies, seasonal events, culture, recycling etc.

Legal factors: It is important for companies to be aware of what is and what is not legal in order to efficiently operate and avoid troubles due to violating the laws. KFC is keen in operating

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within the legal frame work and put in place a legal team that advice the corporation on legal issues.

Conclusion

The report has been discussing the reshaping of the strategic plans created by the EY Company due to the sudden spread of the pandemic globally which has caused drastic effects in almost every region. The report has been relating the venture namely McKinsey and Company which has been found a strategic consulting company that has provided effective management through their customers but during the recent influx of situations which were found complication due to COVID, the management strategies were observed not affecting the market thus the manager of medium management department was focusing to reshape the strategies through utilization of effective critical texts and theories along with the several eminent strategy-building tools for making the business of the company flourish with rapid pace.

The terms are found effective for making the firms aware of the situations of the pandemic so that the management teams must work hard to make a strong influence on the development of an online strategy as the workforce has been mentioned as the best recommendation in flourishing a sounding management strategy and the managers can be using this approach to be implemented in the revised management action plan.

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The highlighted tools are found effective in customer care services as, during the severe situation of the pandemic, the company is recommended to use the remote working systems feasible enough to facilitate the employees as well as the potential customers.

Recommendations

According to O'Mahoney and Sturdy, (2016), the major issue in recent times is the regulation of business with effective and sounding measures. The pandemic crisis has caused severe complications such as transportation problems and product shortage issues which are recommended to be delivered on an online platforms such as social media, internet, shopping websites, other popular sites etc.

Further, it is recommended the remote working teams can be found efficient and popular in dealing the situations of the market as according to Hai-Jew, (2014), a broad remote working force can be used to enhance the pool of potential and effective candidates as the flexible working patterns would be introduced by many companies in future due to online working patterns.

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Appendix

Brief Understanding of the case study company, McDonald's

Based on revenue, McDonald's is the largest fast-food restaurant chain in the world (Forbes, 2017). McDonald's leads fast food and restaurant food chain industry with a long history and have expanded globally using unique simple strategy to overcome threatening internal and external changes while strategically managing and implementing own vital change plan. McDonald's present a case study of how the fast food chain business was created, grown and survived for decades in different regions, countries and cultures is a very valued point. McDonald's Corporation operates in nearly 120 countries and territories with an estimated 36,000 outlets and 210,000 employees (1.9 million including franchisees) serving more than 68 Million consumers on daily basis (Bomkamp, 2016). With the likes of Starbucks, KFC, Subway, Burger King, Taco bell and Pizza Hut fighting to gain their own market share in the already saturated competitive market, McDonald's management is aware that "the grass suffers, when two elephants fight", and with its extensive experience in adjusting to changing business conditions, "no stone will be left unturned with the tide", no space for complacency in order to retain its competitive market advantage and leadership.

The emergence of COVID-19 caused by SARS-COV-2 represents an unprecedented challenge according to (Fortune Media, 2021) which it referred to as "Reinvent", where

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companies (small, medium, large and multinationals) around the globe were all at the same time fighting for their survival. With lockdown policy measures around the world as a way of dealing with coronavirus wreaking havoc on humanity, businesses and environment and forcing them with many food and restaurant chains to drop out of the market and close down. For example of the closed down competitor were Souplantation, Friendly's, Ruby Tuesday, Sizzler, California Pizza Kitchen and many others. McDonald is one of the survived sustainable fast food and restaurant chain. What did McDonald's do to survive?

The highlights of McDonald's management strategy and effectiveness lie on its consulting efficacy and absorption of advice from legal bodies, government and other legislative arms in dealing with business cases has been an important management strategy (Piljan, 2019), are relative to the case of McKinsey & Company and their application of strategic management. For example, the similarities with McKinsey have been observed in their use of and application of several strategic tools discussed in this report. McDonald's hyper-personalization framework has also been found to be effective to make a successful business outcome. Further analysis performed by the key management personnel focusing on the key attributes of hyper-personalization factors resulted to adequate knowledge about the target market, contacts with proper channels of reaching out to potential customers, while implementing the agent tools are also considered in real-time (Witcher, 2019).

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