

COMMUNITY ENGAGEMENT

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INTRODUCTION

Community engagement is a process that assist communication, involvement and interaction between a company in order to achieve the organisational outcomes. This file will study various aspects of McDonald's. Additionally, this file will discuss about the targeted customers and their expectations regarding the products and services of the company. In order to understand the impact of internal and external environment of McDonald's, various analysis would be implemented such as SWOT and PESTLE. Also, the report will discuss about the role of company's employees and their contribution to achieve McDonald's objectives. Addition to this, the importance of training and development will also be discussed. McDonald's is a multinational fast food chain company. The respective company conducts its operation worldwide with the total number of 37, 241 restaurant all around the world. McDonald's serves various fast food products such as Hamburger, Chicken, Soft drinks, Salads, Coffee, etc.

1. The sector in which it operates, the size, structure and explain its goals, mission and values.

Size and Structure

McDonald's is a multinational fast food company which operates in restaurant industry. The respective company operates through franchisees, corporation or affiliations. McDonald's serves various fast food items such as french fries, burgers, chicken products, etc. Total number of employees working in the organisation are approx 235,000. Additionally, the revenue of respective fast food company is 4. 74 billion euros which reflects a fall of 6.69% with every coming year (McDonald's Revenue 2006-2018 | MCD, 2018). McDonald's have a divisional organisational structure, as each division handles different operational area.

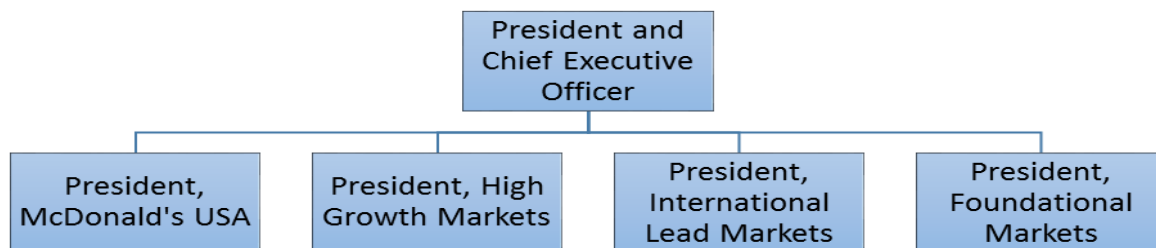


Illustration 1: McDonald's leadership structure in international markets

Sources: McDonald's leadership structure, 2018

The business operations are divided as per the geographical locations such as United States, Europe, Asia Pacific, Middle east and Africa and other regions. Thus, each of these regions have different departments such as marketing, finance, etc.

Goals- The key goal of McDonald's is serve quality food products to the customer. Additionally, the respective company is focusing of providing friendly and fun environment to the consumers (Habibi, Laroche and Richard, 2014).

Mission- McDonald's mission is to become the customer's most preferred place for dining. Company has a strategy by the name plan to win which is comprises on providing exceptional services to the customers.

Values- McDonald's believes in serving people. Also, the respective company is focusing on enhancing the success of employees, customers and business partners through appropriate teamwork, accountability and innovation.

2. Identify its customers and what they expect from the organisation in terms of goods and/ or services.

McDonald's customers are the individuals who enjoy consuming fast food products and are involved in consuming quick food items. Also, there are various aspects that the customers look for while consuming the products and services or the respective organisation. These are mentioned below:

Price- This is one of the most important factor which have the power to attract to customers or vice versa. Hence, customers expects price to be fair which competes the quality of the products and services of McDonald's.

Convenience- Every customer looks for the comfort and convenience while taking the services of McDonald's. As the respective company have versatile customer demographics, it is important to take note about every customers comfort and convenience to enhance their experience.

Fairness- It is important to offer fair services to the customers to meet their expectation. Fairness can be in the form of service quality, information, products,etc. The product needs to be reliable which will help in building trust to the customers and add up more business to McDonald's (Attree and et. al., 2011).

Experience- It plays a major role in deciding the future business from every customer. Customers of McDonald's expect clean services and good quality of products which will help in

enhancing their customer's experience. The end customers expects transparency regarding the price changes, additional cost, product, etc. which helps in having a positive experience of customers.

3. Include a SWOT or PESTLE analysis to support your explanation.

There are two types of environment that have the power to impact the organisation's decision making. These are internal environment and external environment. Internal environment is consist of employees, management, resources, etc. (Alvial and et. al., 2011) Additionally, the internal environmental factors can be altered according to the requirements of the organisation with the help of SWOT analysis which is discussed below:



Illustration 2: internal-environmental-factors

Sources: internal-environmental-factors, 2018

SWOT of McDonald's

Strength

- The Global brand value of McDonald's is near by €86.33 billion.
- McDonald's have a huge variety of product line which helps in grabbing big market share. Some of the products range are burgers, fries, drinks, etc.
- The promotional strategy of McDonald's is very effective which attracts more customer to indulge in consuming fast food products (Bressan and Seroussi, 2015).

Weakness

- The food products of McDonald's are considered unhealthy. This is due to ingredients such as fat, carbohydrates, salt and sugar which are considered as the unhealthy ingredients.
- Pay scale to the employees of McDonald's is very low due to which the staff members do not work up to their full potential. Additionally, it reflects a bad image in the market.

Opportunity

- McDonald's has the opportunity to expand its menu in areas where they can still expand business. For example, the respective company can introduce various types of coffees and other beverages to expand its menu (SANYAL, 2018).
- McDonald's is looking forward to expand its business to more underdeveloped areas as it has already settled up good business in Europe, UK and North America.

Threat

- There are various big competitors which can influence the market of McDonald's such as KFC, Subway, Burger King, etc.
- Changing diet preferences of customer lays a concern on the demand of fast food products which are offered by McDonald's.

4. Explain about the role of the employees within the organisation and how they support the organisation achieve its goals.

There are various roles of employees in organisation which helps in achieving goals of McDonald's. These are mentioned below:

Analyse Customers Need- The first and the foremost role and duty of employees of McDonald's is to study the needs and wants of the customers. As McDonald's is a hospitality based company. Hence, analysing the customers needs is one of the main role of employees.

Team Work- To achieve better results and harmony among the employees, it is important to be a team player (Eze and Jooda, 2013). Hence, it is the responsibility of an employee to work in a team in order to attain company goals and increase the productivity which will help in having better outcomes for McDonald's.

Enhance Customer's Experience- It is the responsibility of employees of McDonald's is to maximise the positive experience of the customers. This is because a positive customer experience can help in attaining future business from the customers. Hence, the employees need to provide adequate services and help the customers whenever they need.

Provide quality services to Organisation- Apart from working for the customers, the employees have duties towards McDonald's to work up to their full potentials and help the respective company to achieve its objectives which is to maximise profit and sales level.

5. Explain about training and development and why this is important to organisations.

Training and development plays a vital role in McDonald's. There are various training programs which are adapted by the organisation such as management training program, sales training, employee training, etc. (Cawood, 2011) The importance of training and development for an organisation is mentioned below:

Improves employees performance- The employees which receive adequate training are more productive than other employees. Such training helps the employees in having a better understanding about their roles and responsibilities. Thus, practising these training programs helps employees in polishing their skills which ultimately helps in achieving goals and objectives of the company.

Addresses Weaknesses- Every individual has a different set of strengths and weaknesses. Hence, certain development programs can help the staff members to develop certain skills and knowledge which is required to complete the tasks. Thus, development training programs can help in addressing and overcoming the weaknesses of employees of McDonald's and help in attaining objectives of the respective company in a more efficient manner.

Enhances company's reputation- Having an effective training strategy can help McDonald's to attract potential new recruits which are seeking to enhance their personal skills and future growth. This helps in developing a positive reputation of the respective company in the market among the new graduates and other recruits through certain on-job trainings such as on-job learning, Mentoring, In-house training, etc.

6. Select a role from your chosen organisation and explain the importance of this role to the organisation.

There are various roles and responsibilities of a manager in McDonald's. Similarly, it is important to understand the importance of their responsibilities and how it is important for the organisation. These are mentioned below:

Hiring and Staffing- The managers of McDonald's are responsible for hiring new individuals. Hence, Managers help the organisation to hire skilled employees and improve the productivity of the company which helps in achieving the company's objectives.

Performance Evaluation- Managers of McDonald's help in evaluating the performance of other employees which helps in keeping a track and further taking certain measure to improve the skills and other issues (Jones, and Saundry, 2012).

Planning and Goal setting- Managers of McDonald's helps in setting goals and further planning various strategies in order to achieve those goals and objectives.

7. Explain the skills and knowledge needed to carry out the role.

There are certain skills and knowledge which are required to carry out the roles of managers of McDonald's successfully. These are mentioned below:

Leadership- The manager of McDonald's should have a leadership quality which will assist in guiding other individuals of the team to operate responsibly and in the right direction. Thus, it is an important skill for the managers to possess.

Communication- It is one of the important skills which managers of McDonald's should have. This is because effective communication helps in problem solving which is very much required in the respective company to assist the concerns of other employees.

Critical thinking- Managers of McDonald's should have the ability to take appropriate decisions through critical thinking. This is because day to day functions of McDonald's are very complex (Hasson, 2014). Hence, the managers need to take various decisions which require critical thinking as well as decision making.

8. Explain what training and development requirements need to be considered.

There are certain training which can be considered by McDonald's in order to enhance the skills of employees. These are two types of training methods such as on the job and off the job training methods which are mentioned below:

On Job Training Methods:

- **Coaching-** This is one of the effective method of training which is provided to on job employees where various discussions are held about certain topics in order to provide information to the employees in order to fulfil the requirements of the job role.

Off the job training methods:

- **Transactional training-** McDonald's uses software technology to take orders from the customers. Hence, the employees of the respective company can be provided certain trainings regarding the technology that is been used to transact orders and payments .

- **Sensitivity training-** Various situations arises in the hospitality which demands to be taken care professionally (Sparrow, 2013). Thus, trainers of McDonald's should guide the employees regarding methods which needs to be adapted in such situations. Additionally, it is important for the employees to take certain measures to avoid such situations and misshapenness.

CONCLUSION

From the above discussion, it can be concluded that customers and their preferences have a major role in altering the services of the company in order to assure more profit shares. Additionally, it can also be concluded that the internal and external factors of business have an influence on decision-making of the company. Similarly, there are various roles and responsibilities of the employees from different departments of the company which works towards a common motive to achieve the organisational objectives. However, there are certain skills that are required to carry out the role and various training programs which can help in enhancing the productivity of employees.

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