

Modern technology in organisations BMSW4003

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McDonald's

- McDonald's is an American fast food company
- The company was established in 1940 as a restaurant worked by their founders Richard and Maurice McDonald in SAN Bernardino, California
- They rechristened their trade as a cheeseburger stand and later turned the company into a franchise
- The company operates with an increasing number of 38,695 (2019) world wide
- Mission of McDonald's is to make sure they please all customers, to show their speaking and listening skills and to ensure that everyone is satisfied with their services

- In 1963 the mcdonalds advertising face was created with the figure of a clown named Ronald McDonald
- The symbol that define McDonld's is big mac, the egg McMuffin, happy meals and chiecken nuggets
- Mcdonald's success has drawn heavy criticism, with the vast majority referring to yhe global rise in obeisity





- At the moment, 1100 out of a total of 1300 restaurants in the UK are franchises. The company is running in over 100 countries and territories with approximately 36.000 restaurants.
- To meet their customers' expectations, McDonald's architecture continues to evolve, having unique features.
- Right now, in 2020, McDonald's opens at Walt Disney World resort it's net zero-designed restaurant
- McDonalds also offer play areas for children in many of their restaurants.

McDonald's challenges and problems

As a multinational company, McDonald's faces several important challenges and a growing number of related criticisms. McDonald's sells a variety of fast foods, such as burgers, fries, salads, and ice creams. Its purpose is to provide a 'natural' style with a special emphasis on comfort by creating lounge areas and an indoor playground to attract children. Since 1980, many critics around the world have questioned McDonald's business practices. McDonald's faces some important ethical issues domestically and globally: environmentalists, child exploitation, nutritionists and health, and corporate social responsibility. These ethical considerations are very important, because acting unethically in such situations would result in the loss of many customers or be sued by other corporate entities.

Business ethics is important because it sets the basic principles that guide good behaviour within a company. As one of the most extensive restaurants in the world, this gives them good reasons for ethical conduct. However, taking into account health concerns, McDonald's has been warned that the dishes it sells are unhealthy. For example, the debate about genetically modified organisms (GMO), the growing concern about the environmental impact of McDonald's and the series of lawsuits filed by obese teenagers against the company, and other contemporary health-related debates, are elements that constitute a significant risk for the company's image, brand image and overall long-term survival.

- Other problems and challenges the company faces are increased competition, poor management, poor marketing, and insufficient response to changes in franchise rights and customer needs. This leads to strategic issues that need to be implemented in order to continue to bring greater success to the company. Going global is critical to McDonald's expansion. In the past few decades, major chain stores have also begun to expand to the global market, and franchise stores have been opened worldwide. McDonald's currently operates in more than 120 countries and has more than 30,000 stores.
- When analyzing this company, it is inevitable to discuss its strengths, weaknesses, opportunities and threats to better understand the current situation. The SWOT analysis shows us that despite the many threats facing the fast food industry, McDonald's still holds a relatively strong position in the global market.



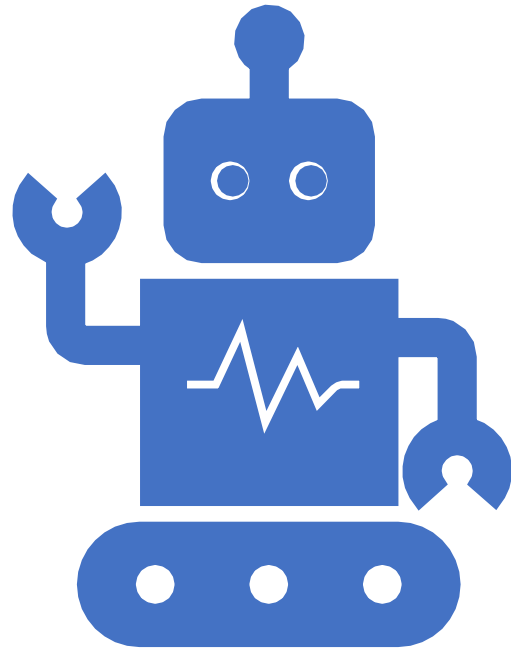
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- The use of digital technology has a huge impact on changing all sectors in the industries. This digital transformation has brought companies a competitive advantage. Almost every large company is at a certain stage of digital transformation. This is a company-wide plan that requires a lot of technological and cultural changes. When they make technological changes to constantly compete in the digital age, the entire company must always keep in mind that the true goal of their work is to provide value to customers.
- In the past few years, the food industry has faced many challenges, which are mainly related to changes in the needs of both customers and suppliers. Companies in this industry have been facing such changes with the support of information technology (IT), therefore, changing the ordering and payment system in restaurants and implementing new features such as ordering from digital kiosks and delivering food to customers are the most important adjustments.
- The digital transformation of McDonald's restaurants is divided into two parts: customer experience and customer engagement. Customer experience focuses on innovation in the field of shifting from relying on agencies to 'bring it in your house'. Customer engagement refers to how products are shipped, and to participate more in social networks and find reasons so customers will use it further.



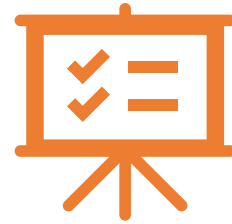
Insights to the modern technology introduced

- They experimented using kiosks for ordering. This allowed customers to see all their options while ordering, this also helped a lot of customers who were perhaps undecided what to pick as they could spend how long they wanted. Another advantage of the kiosks is that they are very helpful for people with language barrier because you can select your preferred language and they also provide photos of the food items
- Drive-thru they use machines with microphones incorporated to take your order while you are in the car so you don't have to get out or have physical contact with other people or the staff.
- Offering delivery through apps like McDelivery, Uber eats, Deliveroo, Just Eat allowing customers to enjoy McDonalds from the comfort of their homes.

Photos of drive thrus, kiosks and delivery apps



The lesson that can be drawn from this case study



From this case study we can evidently see that almost all popular organisations depend on modern technology to deliver their best performance. we can also see that it increased sales and made everything faster and more efficient.



We can see that modern technology has a major on McDonalds as their sales figures increased significantly since they started operating using this like kiosks, delivery apps etc.

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