

McDonald's

Organisation Background, Objectives and Management Behaviours

Group Report



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Aim

In this assignment it has been analysed and found out what kind of leadership theories and techniques and the skills of the group are in reality implemented or practiced by the McDonald's workers. The field study It has been done entails by visiting the few McDonald's restaurants in London at the at the different shifts starts from early morning to late night and also the HR office of the McDonald's, London, located at the Notting Hill Gate, London. Throughout the every visit it has observed the attitude and the behaviour of the managers, staff and the customer's interaction without any interference with normal operation. It has also observed the working culture and the motivating factors at the McDonald's and also the team work. Due to the lack of the sample and the facts it was unable to cover the total spirit of the McDonald's corporation. Still it was capable to narrate my studies outcome regarding to leadership and the theories of the organisation behaviour and also the some of the corporate values of the McDonald's. In the course of the study and the business research It has been found that the McDonald's worker and staff reveals the quality leadership and so on the corporations as whole puts the important efforts in working for and also motivating its employees.

Company Profile

McDonald's originated in California, USA, 1954. McDonald's Corporation along with its affiliates operates as a food service retailer worldwide. The franchises of the McDonald's operate the McDonald's restaurants that offer a variety of food items, soft drink, coffee, and other food and beverages. According to a survey it shows that as of December 31, 2009 the company runs or operates 32,480 restaurants in 117 countries and out of them 26,215 were operated by the franchisees and 6,265 were operated by the company.

McDonald's corporation franchises and operates its restaurants in the food service industry. McDonald's supply the products to most of the McDonald's restaurants where McDonald's independently – owned and operates distribution centres, which is approved by the company. Where the employee and personnel of restaurants are trained very well in the storage, preparation and handling of products and in the delivering the good customer services. The company sold its interest in REDBOX AUTOMATED RETAIL, LLC. in February 2009. The franchises of McDonald's operates McDonald's restaurant in the food and service industry. These restaurants variety and yet limited value priced menu in more than 117 countries globally. Most of the restaurants are operated by the company or by the franchisees, under the franchise agreement franchisees are included and under license agreements foreign-affiliated markets and developmental licenses are included. McDonald's has also developed many programmes and strategies for motivating its employees and also teaching the leadership.

McDonald's became the leader in the fast food industry with their strong focus on customer service, response to competition, and use of marketing techniques early on in their development. Please note that we are not proposing that the tactics used by McDonald's are the right or wrong way to

strategically or ethically achieve growth. This article simply outlines the tactics and history of a company that has grown significantly since its inception. We see McDonald's as an interesting case study to examine their strategies, tactics, and failures.

McDonald's Strategy

McDonald's Main Business Strategy Was and Still Is Investing in Advertising & The Franchise Model

- “In 1967, McDonald's spent \$2.3 million, or about 1 percent of its sales, on its first national advertising campaign, which was an unheard amount for a fast-food chain.”
- Ray Kroc joined McDonald's in 1955, eventually taking it over and is the one attributed for its rapid growth and success. He started to franchise and eventually bought McDonald's from the McDonald's brothers in 1961. Ray valued advertising and marketing. “Kroc believed that advertising was an investment that would, in the end, come back many times over, and advertising has always played a key role in the development of the McDonald's Corporation.”
- McDonald's spends approximately 2 billion dollars in advertising – targeting different groups including children.
- There are three objectives McDonald's has for advertising: make people aware of the item, feel positive about the item, and remember the item.
- McDonald's invested in advertising earlier in their establishment.
- McDonald's Happy Meals included toys like popular Teenie Beanie Baby Promotion in 1996 and 1997 and established a Global Marketing Alliance with Disney/Pixar in 1998 (Promoted their movies). They advertised towards children targeting popular toys that children would be drawn towards.

McDonald's Advertised Towards Children & The Family

- McDonald's marketed towards families and children it's presented as a fun place to go with your family.

McDonald's Created The Recognizable Icon Of The Golden Arches

- In 1952, the McDonald brothers decided they needed a new building, so they closed down their store to create a more eye-catching appearance that included the two yellow golden arches we know today.

McDonald's Created The Recognizable Icon Of Ronald McDonald

- In 1967, Ronald McDonald was introduced by a franchise owner. Franchise owners realized the importance of advertising and utilizing the icon as a clown to appeal to children.
- It is noted that by 1973, Ronald McDonald was more familiar to 96% of American children than the name of their president.

- Ronald McDonald ranks second in terms of the most recognizable fictional character after Santa Claus among U.S. School Children

The Keys To McDonald's Success, Rapid Growth & Market Dominance

McDonald's Keys to Success is their Focus on Customer Satisfaction

- Staff are encouraged to be friendly and provide “service with a smile”. They focus on customer satisfaction (short wait-times, hot food, etc). Ray Kroc was known to offer refunds to customers waiting longer than 5 minutes and say comments to workers like “if you've got time to lean, you've got time to clean”
- McDonald's Operations Competitive Strategy focuses on cost, speed, and nutrition. They prioritize making the customer “happy.”

McDonald's Finds Ways to Make Customer More Satisfied with Fast Service

- Historian Love writes that the McDonald's brothers "defined a totally new food service concept...(Their hamburger stand was) the birthplace of a new generation of restaurants"
- The McDonald brothers applied a Factory-line assembly design to a commercial kitchen, to make a faster and precise product. They cut the serving time down from 20 minutes to 30 seconds.
- Ray Kroc who later took over McDonald's implemented having two separate windows for drive-thru (one to pay, one to get food). This created a faster flow through drive-thru which decreased wait times.

McDonald's Finds Ways to Make Customer More Satisfied by Creating a Clean Environment

- It is indicated that Ray Kroc when opening his first McDonald's insisted on a high standard of cleanliness which included (crisp white button shirts, black slacks, and a paper hat). Ray came up with the phrase that is still used in McDonald's today QSCV – Quality, Service, Cleanliness, and Value.
- McDonald's has a focus on cleanliness – specifically a focus on clean bathrooms. McDonald's acknowledges that people will want to dine in clean and orderly environments and they recognize the negative impacts of having an unclean restaurant and/or bathroom
- Historian Love states, “Kroc was intense about quality of food, fast service, good operations, and most intense about cleanliness.”

McDonald's Finds Ways to Make Customer More Satisfied with Higher Quality Products

- McDonald's has a strict regimen for safety and food quality standards. There have been questions about chicken McNuggets, which McDonald's debunks through their video.

McDonald's Finds Ways to Make Customer More Satisfied with Affordable Prices

- McDonald's found new ways to streamline the foodservice workplace and employ cheap labour. For example, McDonald's utilizes self-service kiosks.

- Schlosser reports that McDonald's is the biggest purchaser of beef, pork, and potatoes in the United States. They are second for the largest purchaser of chicken. Since McDonald's is purchasing high levels of potatoes, beef, and chicken their higher buying power also reduces the price they charge customers.

- McDonald's found different ways of cutting back costs with encouraging more independence from the consumer such as people serving themselves pop and throwing out their own trash.

An Additional Item That Has Driven McDonald's Success is their Relationship with Suppliers

McDonald's Promises Loyalty in Business in Exchange for Innovation

- They encourage their suppliers to develop and create new and innovative products and processes
- They encourage the development of technology from their suppliers in exchange for loyalty in business. This was a way of how McDonald's reduced their costs.

Ray Kroc Envisioned and Implemented A Successful Franchise Model for McDonald's

- This franchise model was first to develop a franchise at a large scale with consistent experiences whatever location they attended.
- Attention to detail – Same set-up, process, and taste. It is said that “attention to detail was one reason for the company's extraordinary success.”
- McDonald's is the largest Worldwide Franchised Food Service Organization.
- There was training at "Hamburger University" in Illinois. The franchise owners earned certificates in "Hamburgerology with a minor in french fries". This helped with creating consistent experiences at each McDonald's.
- McDonald's model had a different approach - A very supportive process to ensure the franchisees excelled. It was noted that they only collected a fraction of its sales as a service fee. This contrasted with the territorial model (which the parent company would sell supplies to the franchise and a large franchise fee) that many other fast foods were utilizing.
- Schlosser notes how most experts would note that key to success with franchises is summed up in one word “uniformity.”

Goals and objectives (why they are important and how they are established)

McDonald's is the largest fast-food chain that exist with more than 35,000 restaurants around the globe. The company has clear mission and its goals and objectives are always related to the way our lives and habits change.

McDonald's goal is "to be our customers' favourite place and way to eat and drink." (Dentch, 2009). McDonald's has tailored this goal to reflect on how important the customer is. Their orientation identifies that the organisation wants not only to satisfy its clients, but also to increase the demands and the needs of the customers.

The company uses well their SWOT Analyses in order to navigate and differentiate its objectives:



Below are the main segments of the McDonald's mission and goals:

To serve fresh and healthy food - The organisation realises how important and careful with food and ingredients people can be in order to maintain good lifestyle. Considering this, the company has implemented a strategy that focuses on the quality and the greenness of the food served to its customers. That is why McDonald's now offer such a big selection of salads and fruits as well as vegetarian burgers for those who prefer meat free option.

To offer comfortable and well maintained restaurants - McDonald's invests time and money in order to offer the best environment for its clients. The company cares about the need for customers to be satisfied in any way. It also offers quick meals, drive through

options for those who don't have time to sit in. On the other hand for those who want to enjoy their meals indoors, the company provides all sorts of interaction like free Wi-Fi, Tablets, TVs and children playgrounds. To meet all those needs, McDonald's provides facilities that make a customer feel the comfort of their homes or offices.

To save the planet - McDonald's has increased the energy efficiency by using 100% LED lighting of company-owned restaurants in seven of its top nine markets, with plans to develop franchisee goals in all other countries. Since 2015 they have also installed recycling bins in over 1,000 of the UK restaurants, so it's easier to separate paper cups and plastics for recycling. They are trying to use less plastic and packaging materials. Thanks to the new smart technologies and the digital platforms that drive awareness of global issues, people connect over common interests and shared causes while McDonald's donates in different initiatives and charities.

The infographic is divided into two columns, each with a teal background and white text. Each item is preceded by a small globe icon. The left column lists six initiatives, and the right column lists four.

- Reduced length and weight of McFlurry spoon.
- Reduced use of plastic by switching to **paper McFlurry cups** and **reducing the density of plastic forks and knives**.
- Introduced **condiments bar** to reduce foil packaging used for individual sauce sachets.
- Using **paper napkins of an optimised size**, reducing the annual consumption of tissue paper.
- Using **LED lighting** which consumes less energy and flexible adjustment of lighting.
- Using **low oil volume fryer**, hence reducing wastage by using 40% less oil.

- Collect **10,000kg of used oil per month** to recycle into non-food products.
- Using **recycled materials to build ceiling boards, road foundations and drains.***
- Switched from plastic to **recycled paper bags** and from plastic and foam cups to **recycled paper cups**.
- Heat generated by the air conditioning system** is reused to heat water for dishwashing.*

To exceed expectations - McDonald's has a reputation that is secured on its high-quality foods and prominent services in the global food serving industry. Nonetheless, the company does much more than supplying its customers with food, but it includes the meal with outstanding packaging and design that keeps the clients craving to come back. For example, Monopoly Games and Children interactive screens bring the customers fun while they are enjoying their meals. McDonald's manages proof that the restaurants have much more to show and the services offered can meet all expectations of its customers.

To improve the Inventory Management - McDonald's goal for this strategic settlement area of operations management is to reduce the inventory costs while supporting branches operations. The company cannot sell products and ingredients to its restaurants. Because of that the local and regional brokers and distributors combine with McDonald's restaurant management team to guide their inventory.

McDonald's is an organisation that successfully uses the 5 P's of Marketing in order to position the business strategically and achieve the desired objectives.

-People - McDonald's attracts its customers by offering great facilities for families and children interaction. People with kids would prefer to go to one of the restaurants to feed their children, but also to make them happy by buying them a "Happy Meal" so they can get a unique toy.

The people who work for McDonald's have a strict dress code policy and they are well trained to be customer friendly. The employees take orders quickly and deliver food quickly which is something that all customers like.

-Products – Good range and selection of products for a fast food chain. Good quality for money and reliable suppliers of the ingredients. McDonald's buy the meat and the products from a well know farms and they also collaborate with Coca Cola, Heinz etc.

-Place - We can find McDonald's restaurants in more than 110 countries around the world. The company has a drive through facilities as well as indoor and outdoor seating areas. The strategic locations of their restaurants help people to find them easily. Moreover McDonald's now offer free mobile charging, digital ordering and free Wi-Fi. All the restaurants are with high hygiene and quality standards.

-Price- To ensure customers will buy more, McDonald's focuses on the possibility to offer meal deals and affordable prices for all of their products. As part of the promotional pricing the company offers vouchers so people can buy a whole meal for half of the price in the UK and another example is in India where prices went down with 25% in order people to prefer going to McDonald's for lunch.

-Promotion - TV advertising, billboards, magazines and newspapers as well as Social Media advertising are part of the promotion strategy of McDonald's. People recognise the company logo wherever they see it. Most of the promotions are constant and the prices are fixed, so the customers know what they expect to pay or what meal they may get. Promotions of limited edition burgers or deserts are also well addressed which makes people happy to try something different.



McDonald's declared in many reports that it can't guarantee that it will accomplish all the stated operational goals by 2021, however they underlined that it is their responsibility to put efforts to make progress toward these goals, to report annually tangible progress and analyses, where possible, and to explain both successes and challenges along this ramble.

Management behaviours

It is essential to inspect how McDonald's organization culture is controlled in order to understand their team synergy and leadership skills. McDonald's is a worldwide organisation with a very distinct manpower that requires appropriate leadership skills.

Leadership and Management behaviours at McDonald's

In order to understand the management within McDonald's it will be easier if we use Fayol's definition and elements of management.

- Planning – Planning is one of the most important processes in all growing organisations and McDonald's strategically plan each step by targeting and developing their responsibilities. Planning also include the management of all the supply chains and franchise restaurants. That involves great logistics and partnership relationships. Demography planning involves study and research for the best possible locations and communities behaviour.
- Organising – Maybe the most difficult process in any institution is the process of organising and controlling which involves managers to assign task to other workers. Nowadays it is considered that the employees and the clients are the main assets within an organisation. McDonald's uses collaborative project management that combines and unites all franchise restaurants within the globe under one sole company name (Long, 2006).
- Command – The methodics used by the managers within McDonald's in order to motivate the staff to complete tasks on time is equivalent to the McGregor's theory X management style. All good managers keep a close eye on other job holders and in most of the cases they see the staff demotivated and less active. In order to make the workers more productive, managers have to closely supervise them (McGregor, 1960).
- Co-ordination – The organisation objectives and strategies give a bond between the tasks observed by the members of staff from different departments, ensuring all rules and regulations are coordinated. McDonald's has a unique management chain and hierarchical structure. Decisions are only been taken from very centralized and top managers while strategy planning can be spread within the other company members and be more effective.
- Control - Within the McDonald's team workers there are specific line manager in control. Very often the manager is somewhat spontaneous and it could be difficult to anticipate them from other workers. The manager will not seek to put any barriers between their co-workers and themselves. Herzberg's two-factor theory defines that good employee performance increase when workers are fulfilled and that they need more satisfaction like motivation and recognition to give them satisfaction. Meanwhile in less skilled positions less revenue is due. The more motivated workers are the happier customers will be (Boje & Rhodes, 2006).

Taylor's management style is also acknowledged within McDonald's through training of the staff.

"The principal object of management should be to secure the maximum prosperity for the employer, coupled with the maximum prosperity for each employee," according to Taylor.

Management in Mc Donald's is focusing on developing management proficiency. Within McDonald's

are found the very basic management techniques and skills: industrial, human and theoretical. Industrial skills are developed while using machinery, different techniques and methods for each procedure. Human skills are used to offer the best customer service possible, deal with human relationship issues, build strong professionalism in each employee so they will work accordingly to achieve the goals and the needs of the organisation. Theoretical skills consist the capability of the managers to look at the organization as a whole and solve the problems that benefit the whole entire firm; those managers develop and refine their creative and intuitive talents. In reality within the organisation the need of industrial and technical knowledge is not really necessarily as those who work for the organisation are properly trained and develop all needed skills. What it is important for the company is to have managers who are able to deal with problems, work well with the teams and have theoretical minds.

Nikola Ivanov (1914806)

Leadership behaviours

After the proper employee training and qualifications, all employees become capable leaders at some point in the McDonalds carrier path. To have the leadership role in this company is not an easy step to take and the trained employee for this position always needs to have one of the most important characteristics – positivity and persistence, and adaptability to changes in the environment. McDonald's managers are inspiring, demonstrating a commitment to the team and improve the quality of their work constantly. During the process of work, all employees are allowed to develop their skills but mostly when they the supervisor and instructor roles.

Leadership behaviour in this company is a role model. The approach that leaders operate for customer service is the same as the team. The communication needs to be effective and open to achieve a two-way understanding. Managers need to be always polite and careful with customers and know that there are always right. When handling personal manners, they are always responsible for customer satisfaction and need to find the needs of the visitors. To make the team efficient and productive in their work the team leader needs to make the customers feeling satisfied and understood.

The ability to make teamwork together is leading to life and career success. Leaders in McDonald's are always applying their standards and procedures to keep a positive view of cleanliness, customer experience, and quality. An important fact is that the training method is full and there is no existence in skipping the stages, all employees need to be trained in the same way guaranteeing the popularity and level of the company. Managers' leadership skills depend on the employee's desire to learn more and develop.

The training programs in McDonald's are not unleashing the staff's potential in the creative aspect. To develop its employees' leaders, need to look after each member of the team individually and how they work. The team is not capable of learning and work at the same speed, so the leader needs to look after labour productivity and give them bonuses. To keep the same rate on the external market, leaders need to have a well-coordinated and prepared team and think about the company as a global enterprise. Because of the massive growth and large numbers McDonald's needs to make a

foundation or a talent management program. This is the first necessity in the geographical growth of this corporation. The designed benefits program works best for the company, but the management needs to make sure their employees are rapidly trained from beginners to leaders. This will help not only for the expanding but also for the persistence of a McDonald's job. A system of performance is indicating leadership competencies and skills.

Growing leaders in McDonald's stand behind their professional growth with their future managing potential and experience. The strategy for developing leadership skills includes 3K's theory that the company is using successfully – coordination, cooperation, and contact. The coordination depends on the productivity and effectiveness of teamwork. Cooperation brings positive sides to the spirit in the workplace. And the contact is the most important part that keeps employees at all level updated and prepared for any situation in McDonald's. That makes the management team in this corporation a role model in the global leaders for economic, administrative, and managing operations.

Motivation and Perception

Motivation is a key aspect of everyone's lives, especially in our workplace. This is the workforce driving us to become better in our jobs, complete the daily tasks, and get to the dream success. Exactly McDonald's is the giant worldwide name that has the biggest factor thru the work process because it gives the power people to develop on their positions, everyday growth thru the carrier path, and become the professionals that they want to be. This key of success can be considered in various ways and it's the reason why this company owns the most recognizable logo in the world and keeps expanding daily.

The managers, also called group leaders, are the ones who need to give their employees motivation in the workplace. Finding the aspect that motivates each member of your team can be complicated and sometimes even looking for impossible tasks. The biggest motivations that McDonald's employees can meet every day are: challenging workplace and work process, clean and effective communications in the team, recognition of the achieved goals, and control of their work. Although different requirements do exist for the individual positions, the selection needs to be done based on the competences method.

Is well known that McDonald's it's a franchise company. This is the reason why the company works on the principle that the success of your corporations depends on your success, so you can get support in most possible ways. McDonald's makes its employees and the team feeling partners for the company to win and achieve worldwide goals and keeping the success that has now.

McDonald's is providing full training from the beginning and during the whole carrier making sure that the team can grow and comprehend new goals. This encourages and stimulates the work process. Team leaders appreciate and recognize team's hard work and this makes team members being more diligent and dedicated in their jobs. The work environment in this franchise company it's remaining friendly and this is another reason to be a balance between leaders and members. To improve the quality and performance of the employee, a good salary is not enough and McDonalds. The connection between the team members motivates them and makes the company develop. The generating of a stable income comes from a well-thought-out and organized system.

A well-known method to stimulate and motivate employees is the bonus system, alongside social-corporate organized events. Even the most driven careerists sometimes need to hear their appreciation and responsibility. Improving productivity in the company and efficiency is also connected with the contribution of prosperity for the organization. But this is another factor based on remuneration and wages that need to be improved in McDonald's.

Motivations are a huge factor balancing labour productivity especially for a fast-food chain like McDonald's. To be succeeding and reliable the chain needs to keep the level of high customer service. Therefore, self-realization and decision-making are huge factors in non-financial motivation. McDonald's is not boasting as a company with high salaries but working on various more motives with the personal growth of its employees such as the recognition and finding of their needs. The group and teamwork depend on the member's collaboration and how the chain is participating which determines the overall performance.

McDonald's is perceived as a chain with fast customer service and affordable prices. The quality of the food meets the prices. The food is perceived as a 'junk food' and unhealthy however is on the top of the rankings of most daily visited fast-food chains. The biggest influence in McDonald's to be famous between the consumers is the popularity and recognition of the company's logo and the influence of children. The company doesn't own some special rules and standards, but the simplicity of the customer service process saves costs to McDonald's. Rather than hire more staff and pay more wages the management came to the idea to easy access to the tills so the people can queue, making their order, and pay directly. This method, which now is typical for all fast-food chains, makes the service much faster and all people can make their orders in shorter times. Due to the easy access and the speed of service, people perceive the company more preferred for a quick eat out rather than the typical restaurants.

Many people do not perceive McDonald's as a job with high career growth and development. Most of the people who start working there are looking to have clear responsibilities and duties and not so much creativity and initiative. The employee system is an incentive and during the work process, the positions develop qualities like time management. Despite the simplicity of work there and the fact that only the staff needs to learn only the food production technique, the management strives to make the work there motivating. The strategy that McDonald's have is to encourage and celebrates its staff achievements to boost their commitment to the workplace. To receive recognition and respect also helps for productivity and teamwork.

Most job seekers starting work in the chain are looking for guaranteed employment and flexible work which McDonald's offers. It's important to change the view and perception of McDonald's as just a foundation which offers reliable employment relation for short term-commitment. During the process from the lowest level, the employees realize that the company can offer much more rather than the ordinary assumptions and hypothesis what the work there might be. Each worker has the right to choose its commitment in the enterprise but those who manage to keep the balance, stay reliable, and committed have the bigger chance to be offered bonus rewards and rapid development.

Back in the days McDonald's was perceived as a fast-food chain with manipulation and a bad influence on children. Kid's opinions do not change or depend on the nutritionist's opinions. The burgers and desserts are often preferred by the students after school time and groups can be seen

around the chain. Children buy mostly the food because of the advertising impressions rather than the awareness of the food. The taste preferences of the younger generation will not change and there will be always a group that prefers and is attracted to food such as McDonald's. Another reason for the smaller consumer to visit the food brand toys with the kids 'Happy Meal'. Most of the time this is another reason to insist and want from their parents to visit and have a grab food at the chain.

Conclusion

McDonald's is a good example of a modern workplace organisation that has clear defined goals and objectives. Organisation that understands how important is the customer satisfaction and has the power and the ability to improve their work and strategies in any way.

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Appendix

Group presentation:

Slide 1

McDonald's



We're lovin' it!

*Presented by Radostina Avgustinova, Nikola Ivanov and
Velizar Kirov*

Organisation Background

- McDonald's was founded in 1940 by Richard and Maurice McDonald in San Bernadino, California
- It is the largest chain of hamburger fast food restaurants, serving 68 million customers daily in 119 countries
- Ray Kroc purchased a franchise in 1955 and shortly after purchased the entire chain from the McDonalds brothers
- Headquarters – Oak Brook, Illinois, U.S.



Success Story

- Today McDonald's is the world's largest fast food chain
- McDonald's is the eight most powerful brand in the world
- One of the most valuable brands, worth more than \$25 billion
- McDonald's revenues grew 27% over the three years ending in 2007 to \$22.8 billion, and 9% growth in operating income to \$3.9 billion.



Organisation Goals and Objectives



- To serve fresh and healthy food



- To offer comfortable and well maintained restaurants

- To save the planet and care about the environment globally



- To exceed customer expectation
- To improve the inventory management



5 P's of Marketing

McDonald's success plan is called "Plan To Win". The theory and the concept behind the plan is McDonald's not to be the biggest fast food chain, but to be the best fast food restaurant chain globally.



- **People**
- **Products**
- **Place**
- **Price**
- **Promotion**



Leadership skills



- Leadership techniques and strategies
 - Commitment to the team
 - Reliable employees
 - Leadership training at all levels
- Professional development and growth



Leadership skills



McDonalds leaders are inspiring and motivating. Their career path is passing all training levels, qualifications and methodologies. They can offer potential growth, encouragement and understanding always.

Management Behaviours

In order to understand the management within McDonald's it will be easy to use Fayol's definition and elements of management.

- **Planning** - Includes targeting and developing people's responsibilities; management of supply chains and franchise restaurants; logistics and partnership relationships.
- **Organising** - Involves managers to assign tasks to other employees; Collaborative project management
- **Command** - Motivation of staff to complete tasks; Supervision
- **Co-ordination** - Ensuring all rules and regulations are coordinated; Decisions to be taken by top managers
- **Control** - Assigning managers to keep employees satisfied; Control of the staff performance



Taylor's Management Style and Techniques

Within McDonald's are found the very basic management techniques:

Industrial Techniques and Skills

- Industrial skills are developed while using machinery, different techniques and methods for each procedure.

Human Techniques and Skills

- Human skills are used to offer the best customer service possible, deal with human relationship issues, build strong professionalism in each employee so they will work accordingly to achieve the goals and the needs of the organisation.

Theoretical Techniques and Skills

- Theoretical skills consist the capability of the managers to look at the organization as a whole and solve the problems that benefit the whole entire firm



Group and Team Behaviours

- Happy Team = Happy Meal!
- McDonald's is not owned by individual but by the team functionality
- Employees can be heroes!
- The functional team will be the best example to describe the team on the floor of the McDonald's restaurants
- Team Motivation and Teamwork
- Good managers fulfil the needs of each employee
- Great attitude and good employees relationships
- Team bonuses and awards



Motivation



McDonald's applies all factors used in Maslow's Motivation theory. The company is motivating its employees financially and socially.

- Bonus system
- Challenging work environment
- Recognition for achievements
- Career growth
- Productivity



Perception

- Well-know brand on the market
- Competitive prices
- Customers target – any age or ethnicity
- Strategic marketing
- Attractive campaigns

