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BLOGGING TO COMMUNICATE

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INTRODUCTION

When communicating on specific subject, there are different ways individuals can communicate this with other people. Among different methods, blog posts are essentially considered the modern approach to develop a writing material that explains a topic in detail to communicate every detail possible that relate to the topic in order to enhance the knowledge of the readers. So, with that in mind, our group was responsible in developing a blog post on the marketing mix approach of McDonald's and this supporting paper explains our understanding on the various factors related to marketing mix and the theories that relate with the company operations. This also includes our approaches that were taken to develop the blog posts.

BACKGROUND:IOANA GABRIELA BODNAR

McDonald's is an American fast food company founded by two brothers Richard and Maurice McDonald in 1940, with their first hamburger stand in San Bernardino, California. The restaurant owes its success to "Speedy Service System" developed by the founders in 1948 allowing to cook and serve entire batch of food in under 60 seconds, putting into expanded use the principles of the modern fast-food restaurant that their predecessor [White](#) Castle had put into practice more than two decades earlier.

REFLECTION

In this group project my part was to research and write down brief history and background of fast food restaurants chain McDonald's. The whole project was divided into separate parts, and we have split the preparation of each topic between our group based on individual interests. Throughout completing this project I have learned many new facts about the founding brothers of the company and their business relationships with Ray Kroc a man who introduced this company to franchising and who eventually bought the entirety of the business. I have learned about how McDonald's operates and on what scale, and how it grew from being founded in 1948 until now. I also wrote about company's criticism and its responses and their charitable work like Ronald McDonald House Charities. We have communicated with each other by the internet or in school planning next steps in the project and by exchanging information's. Communication between us was clear and smooth which is key to success of every group undertaking. This project was a perfect opportunity for each of us to improve on our personal skills regarding communications, presenting information to others and collaborating in a group in well-organized fashion. Through knowledge presented to me by others I have learned from them structures of the company, and it operates and what are details behind their success and success of their products.

PRODUCT DENISA SMARANDOIU

The first thing that appears in terms of the marketing approaches is the product. This represents the main product or service that a company is planning to sell (Zeithaml, 1988). Product factor is based on aspects such as the resources that would be used in the production, the supply chain, possible outcomes from the product for the target consumers, the key features that makes it different from other products in the market and the ideas that are related to the product development for the organization (Groucutt, 2005). Product is the main thing behind the success of an organization, and that is why the blog post explains the different fast food items that McDonald's have for their customers. As mentioned before, key features of a product is a major factor for product and the blog posts mention some of the

products from McDonald's that have features that make these products different from other fast food items by competitors.

Reflection

During the development of this blog post, I had to do some digging onto finding as much information as possible on the various fast food items from McDonald's to understand the strategies for product development by McDonald's. The McDonald's website in particular was useful in this case as each product offered by them comes with its own description, but there are so many variety and information that it was difficult for me to include every detail within the short time limit. So, I have selected some of products to demonstrate my understanding on the product strategy of McDonald's with this post.

The pricing approach in marketing is related with how the company adjusts its prices to its products in order to properly influence the buying decision of the consumers (Smith et al., 2007). While there are several aspects that can influence customer buying behaviour, pricing is certainly one of the important ones, as most customers make their decisions before buying just by looking at the price at first and then looking into other features if the price is affordable. So, pricing can play a huge role for companies to succeed with its business. This can be seen with the careful pricing approach by McDonald's as they try to maintain their pricing strategy based on cost as well as the demands in the market. Their pricing also tends to be discounted for bundle offers and promotions. McDonald's also rely on psychological factors when setting price in order to make their products look affordable. But they do not go really cheap either due to the fact that customers can have doubts if they see lower price in a higher value meal. So, McDonald's uses its bundles and mobile app to adjust pricing.

Reflection

I have explained in the blog post on how McDonald's have developed their pricing approaches which mostly include bundle strategy and psychological approach. I have begun with this explanation to give the readers the basic idea of how pricing is set for the bundle offers and other fast food items from the McDonald's. There is also an explanation on why McDonald's do not prefer to put lower price on fast food items without bundles, and the factors that they consider when setting the pricing. While the post does a good job in explain the pricing strategy of McDonald's, I couldn't include the pricing for each product of McDonald's as they have wide variety of products and it is not possible to put the pricing for each item in a blog post.

The placement is another important factor for organizations when considering the marketing strategies (Bevan et al., 2010). This covers how the company would make its products or services available to the target customers and how customers would be able to reach them as well. This also ensures how the company takes approach to expand its business in other market (Doyle, 1998). And with that in mind, the blog post starts right away with explaining how customers can find McDonald's and its service. The post also mentions the expansion strategy that the McDonald's has taken so far to expand their business in the multinational sector as well as the distribution tactics such as the online shop and mobile app that the company has developed for the customers to help them reach the service of McDonald's no matter what location they are at. The blog post also provides a snapshot of the official website that gives a good idea of the online source for customers to order from them.

Reflection

Preparing this blog post was pretty easier as most of the information was available in various journals and the official website of the company as well. I had no issue in finding information on the distribution strategy of McDonald's. But due to the limited time for developing the blog post and my lack of experience in writing such post, I couldn't provide more details on where the company has expanded its stores and where it still hasn't expanded its store operations as well as online and mobile app services as there are countries where McDonald's has not reached.

The main idea behind promotion in business context is that it is an activity or set of activities that are formed by marketing team of companies to create brand awareness through advertisements, offers or even campaigns to let the target customers of the company to know about the brand and what it is selling in the market (Mintzberg et al., 2001). In other words; promotion is the means to communicate with the target customers; sometimes directly and sometimes indirectly. While there are many different ways companies can promote their products or service, it is important to be appropriate for their target customers (Brooksbank, 1991). This is something that has been explained in the blog post. This is where it has been explained how McDonald's conduct their promotions to their target customers. Strategies like catch phrases or toys in Happy Meal are some of the approaches that they take to attract customers to try their products and whatever approaches they have taken so far, they have become successful with their promotions. Other approaches mentioned in the blog also include their tactics to advertisements on television or sponsoring events to promote the brand.

Reflection

The company McDonald's is a huge brand, among many, that is known for their promotional approaches, which is the reason this segment of the blog post was rather easier to demonstrate. I, myself, had a lot of ideas on how they conduct their promotions, as this company is widely known for their advertisements, especially the catch phrases, which doesn't even require much of a research since these are known to people in the market. However, what I did have issues with is to gather data on which specific approach of promotion has been successful for the company most of the time which would've been informative.

CONCLUSION

The blog post is a detailed form of writing that takes place online. With blog writing, the readers can be communicated on various topics in details. This activity allowed us to communicate the service approaches of McDonalds through the blog posts and to reflect on our learning to prepare such posts in order to improve our knowledge.

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