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Community Engagement

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### *Introduction*

For my Community Engagement module, I have been choosing the McDonald's for my organisation. In this essay going to explain how device of the franchisee is, what are the goals and which tasks need to be complied for make a great environment for the employees and the customers equally.

The assignment going to be diagnosticate what the customers are waiting for about the service and environment.

My explanation going to give a better understanding about the goals what the employees can achieve, and how is these goals are influences for the all franchises.

which kind of trainings they are going across, and what are the benefits from it .

I am going to show you through the PESTLE analysis how is the organization works in the business section, and what are the benefits for the employees from the company. In my work I'm going to highlight a very important role from my organization and make you get more knowledge how is it a capital factor for work smoothly the enterprise.

### *McDonald's story ,the beginning :*

The McDonald's story started at 1917. Ray Kroc made the history more than 100 years ago .He was a ambulance driver, a piano player, a paper cup salesman and Multi-mixer salesman. The first restaurant been made in United States ,it was run by brothers Dick and Mac Mcdonald. Ray wished to serve a tasty and famous food like the other restaurant in the world ,so in 1955 he invented the Mcdonalds system through - Quality, Service, Cleanliness and Value. Untill 1958 he been present 100 hamburgers. Recently the company been developing moreover 34,000 fast-food place in 118 countries. (team, 2017-2019)

McDonald's as a franchising organization has own values and goals for making the business profit easily. (team, 2017-2019)

### *Organization goals,rols of employees and values,training and development program:*

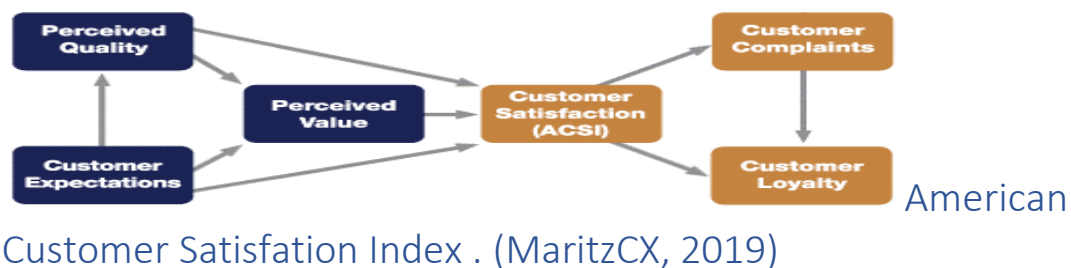
The McDonald's policy is promising for the customers quality, service, cleanliness, value (QSCV) and for this teach the employees also. The company honour them people, and help for them to improve the knowledge about what they doing day by day in the job ,for this they educe a development plan for individual with job training what are help for improve the working skills such as communication, how to work together as a team , hospitality ,and work ethic . The employees has an own journey and the company help to them to achieve them future plan . That peoples who are show to the management they deserve to be promoted has a development training place what they call “ Hamburger University” it's a global education program. Where the students can pick up lots of important skill how they can be a good team leader . (Parker, 2015)Very momentous to give the employees tools resources because they need to deal with customers complains. The training start with Basic Shift Manager course, while they can learn about the four step method, {Preparation, Presentation, Try out, Follow up}of complain handling, and give them advice how they can deal with the different type of customer feedback. (Cadwell, 1997)

### ***Customer Care Assistance***

Through of on this training period you can be promoted as a Customer Care Assistance too. On my opinion this role is very important for the company, because if they have the perfect person to welcome the customers and deal with them the business can improve the profit efficiently. How the job description says if you are on this position you are the “face of the McDonald's “. (Wordwild, 2019)Such as a job where you need to make sure every single customer feel like welcomed in the restaurant ,no matter children teenager, family or elder person visiting the place. Who is applying in this status has to be really friendly , helpful and customer oriented . (team, 2017-2019)The company makes sure they prepare them staff for this position.

### ***CSAT System :***

McDonalds feel as an obligation to make customers are happy and fully welcome when they visiting each store .Every customers must get great customer experience ,treat the customers how you want to be treated when you visiting a fast food restaurant. Very important to get customer feedback from each visiting ,because from the positive and the negative comments the company can understand what the customers are expecting when they decide to visit each restaurant. These insights can help for the company to keeping forward. (Corporation, 2008) Every visitor can give response about the experience of the cleanliness the food and they can also give points for the stuff in the restaurant, for this the organization has an own special website.



They put a lot of power to keep the customer experience on high satisfied. They focus on the families an elder to make them each visiting in the store unforgettable.

*“Its our charity of choice “ (Team, 2017-2019)*

The company has a personal charity system what is called RMHC (Ronald McDonald Houses). These houses have been built for that families who has a child who suffering from an illness and has to go far away from their home in hope of healing. These houses are free accommodation for keep the families are close to each other. When you are a child and you has to be in hospital its can make very big different in that very hard time if you don't need to avoid your family. These charity houses keep families together in this hard period of the life. Ronald McDonald Houses open for the needy families since 1989 and helped 50.000 families. Raising money in many different ways :

Forward with our organizations we take part in regular charity events. In the last year the companies been raised almost £500,000 by fundraising, including selling some toys, tombola, bake, charity run and football. These kind of donations keep help to support the Ronald McDonald Houses and renovated them or build new ones. (Team, 2019)



*Strategic Managment plan of Mcdonalds*

Environmental analysis is a judgmental part of strategic management planning method. The SWOT (Strengths, Weaknesses, Opportunities, Threats)**PESTLE**(P for Political, E for Economic, S for Social, T for Technological, L for Legal and E for Environmental) structure is commend by many as an analytical instrument which should be used to categorize remarkable environmental factors both inside and outside to the organization. This technic should be use as a powerful part of the management and business development method . (Ltd, 2015)

### Political Factors Influencing McDonald's

The political factor is very important for any band, because it's a government policy has a big effect for the company. McDonalds are run in over 100 countries around the word, so its political detection is all over the board . Some governments are adjusting the marketing of fast food because of the public health ,such as cholesterol and obesity among a young children in the region. The company already improved the strategy because the menu been updated even now the customers are con buy some healthy food also, such as salad and some fruit bag or carrot bag instead of the fries.

The political factor has a power to change result. Increase or decrease in tax can be a example for the political element. The government can be increase or make it lower tax for each company .This decision will have a direct effect on the income of the organization. (Corporation, 2016)

### Economic Factors

Economic factors are connected with goods, services, and money. Let me show the economic factor through on some examples : for example the exchange rates make a big affect if the company has to pay for international supplier . The economic factor is affect on the McDonald's including international, national and local conditions due to being a global band. In 2008 the economic recession was a big affect for the Mcdonald's also ,because it been influenced for the unemployment rate and wage stagnation. (WGU, 2019)The outcomes of the organization was a strong economy and low unemployment rate .The exchange proportion also can impact on the organization. (Pettinger, 2019)

### Socio-Cultural Factor:

The changing tastes can impact on the McDonald's sales. Very important to follow the new “trend” for example the growth of coffee industry the organization improved a the menu of coffee and snacks .The McDonald's had to make a really big step and had to compete with the other companies who are also has expands offer for each customer, because we never cab find 2 customers who has a same type for the food or coffee or snack. McDonald's had needed to add more healthier choices for all customers , included grilled chicken and salad too. (team, 2017-2019)Moreover the company should analyse what the customers are like mostly in the meal. The company's profit jumped up 35% when they decide to do all day breakfast instead off end up it at 10.30 in US. (News, 2016)

### Technological Factor:

Changing technology can improve every businesses not just special the mcdonald's. Customers are always curious about the new technology ,new system new machines and expanded opportunities to make more comfortable the enjoyable each visit in the store. For example tablets, what everyone can use free, table service, what makes more easy the service. (Bailey, 2017) Even you can order by your self as a self service from Kiosks if you decide to pay by card and make your order on a touch screen machine. (evoke, 2019)Furthermore the company developed an online app where you can order while you walking to the nearest store, but the company was thinking about that customers who are not able to get in the store so they can order from at home very easy from an UberEats app. (team, 2017-2019)The social media also helps a lot to reach a far greater market and engage with the customers.

### Environmental Factor :

Nowadays the peoples are interested about protecting environment more then in the last days before .They care about the globalisation, air and water pollution, more attention is paid to recycling too. To create a better future for the planet we all get involved and McDonald's also part of it .The company reduce waste and increase recycling . The company cant works alone on this so all suppliers and stakeholders are part of this action to save the environment . The company focus on the smart restaurant design, its means minimizing our water and energy using and maximizing the renewable energy on any occasion. (team, 2017-2019)

### Legal Factor :

The regulatory context can make a big impact on the business, it's can help improve the business and help in the growth as make more profit. The employment law as a minimum wage, the holiday pay sick pay can increase the business but these are also can make some benefits for the company. If the employees feels they get the correct money and the organization treat them properly it can reduce recruitment cost, because if the staff stay with the company , its won't make more expenses for hiring new workers. However in UK very popular to. Use the zero hour contract, it can make more flexible working force . (Ruddick, 2016)The McDonald's workers organised a strike to get end for this speech about the “ poverty pay “. (Andersson, 2019)

### *Conclusion:*

McDonald's is considered be a King of the fast food ,to archive this eminence the company prove itself to make the place more technological how we can see it through on the Pestle analysis and more customer oriented. In my opinion the most important keys for get this success about hire the perfect people who been get trained properly across on the development program and make a very strong and customer focus management who can control the business and lead the whole team who can delivering the quality food , excellent customer service and cleanliness.

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