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MARKETING FUNDAMENTALS A2
Marketing Fundamentals Analysis and Evaluation – McDonald's

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Introduction

The basic approach of management studies provides the significant idea about marketing concepts that are basically used to generate efficient contribution by a business establishment for initiating some promotional processing. Those promotional processes are used to provide the application of business performances towards selling of business productivity units in the market in accordance with maintaining consistency with the present demand in the market. According to economic studies, the market can be categorised into different aspects in accordance with the present operational approach on an industrial basis. Following the same consequences, with the proper maintenance and guidance of business operation in accordance with the current market scenario the management can positively continue or sustainability approaches in a business efficiently.

However, including general promotional approaches, every business management is required to provide an equal importance to the society marketing concept to provide an efficient contribution towards the society in which it's performed. It is basically providing an essay related to the marketing operations and customer preferences by McDonald's for efficient business operations approach.

Discussions

Role of marketing in creating value for customers for the business McDonald

According to the consent issued by Kotler *et al.* (2017), while the application of general marketing concept is used for Providing and efficient promotional approaches relating to business operational activities the concept of **Societal marketing** is providing a different approach. This specific marketing concept provides some significant importance to the general concept of business economics where the level of marketing demand and supply provide significant importance for enhancement of business operational and profitability structure.

It basically holds the concept that, providing importance to the single requirement and interest in a target market, along with the desired amount of productive and other services an organisation can efficiently satisfy the overall volume of customers that present in the current market situation. Through such processes the management of a business can positively provide a significant business environment compared with the other business establishments in the same industry for gaining some competitive business advantages. This specific

marketing process generally improvises a creating opportunity for the business towards the society contribution. In accordance with the present marketing condition due to the current Pandemic scenario the overall marketing position for every relevant business organisation has decreased significantly and to mitigate such circumstances with positive behaviour every management is required to provide some efficient importance to the Societal marketing approaches efficiently.

Following the same consequences, in the case of McDonald, the management of this food manufacturer is also required to provide importance to this particular marketing approach for providing efficient contribution towards the society, environment and business. Generally this particular marketing process is used to provide significant health related to maximization of business profitability and also creates a significant opportunity for long-term relationships along with individual customers. This marketing process is also used to encourage the development of the present product qualities in order to derive benefits in the long run basis along with maintenance of customer satisfaction. According to the strategic report of this business, the company is maintaining the ***Integrated Customer relationship management*** programs for the fundamental intentions of providing a significant bridge between the present changing demand of individual customers and the basic objective of this corporation. Along with this the management of the business has also provided an efficient importance to the Electronic customer relationship management which basically enables the management to recognise the significant demand of customers in the present market circumstances. Even with providing significant volume of importance to Societal **marketing**, it provides significant importance in making strong bondage along with customers on a long-term basis. As per the statement issued by Blythe (2014), a business is used to provide significant importance to the marketing approaches for providing significant opportunities towards the customers with the intention of deriving efficient business competitive advantages compared with other organisations in the same industry. In accordance with the present marketing performances through the application of efficient marketing approaches the customers are competent to generate some **significant Advantages**. Through the application of efficient use of marketing approaches that McDonald, the customers can significantly manage their requisite productive demand and also control for efficient maintenance of consistency volume in demand and supply. It also provides the advantages of significant recognition of requisite products that are generally offered by the business for efficient promotional purposes.

Through recognising the present marketing process and application that is initiated by the

business management, the customers can positively execute some significant planning strategies for efficient business performance maintenance and controlling approaches.

It is also used to provide the benefits of comparing prices and quality of productive services that are generally offered by the business, along with other business establishments for selecting the efficient productive performance services. In the present scenario, the CEO of McDonald provides some significant importance to the mobile marketing or home delivery services for the efficient operational service providing toward the customer. According to the present CRM report of the organisation, in order to take care of customers' health condition in present Pandemic Scenario, the organisation has also provided some essential sanitization processing relating to every restaurant, employees including deliverers on a continuous and daily basis. With the application of such initiatives the business can positively provide efficient services and contribution towards their customers.

According to the opinion provided by Baines *et al.* (2014), in order to initiate marketing approaches the management of every business establishment are required to provide some significant importance to the business **Branding** for making aware every individual customer in the society. Such branding is used to present a name that can also recognise as Business Goodwill according to accounting concepts for efficient operational approaches of the business. For initiating some essential developmental approaches related to business branding generally management of McDonald used to adopt some significant promotional strategies through product advertisement, promotional merchandise, business logos, business goodwill maintenance and also providing efficient customer services. A branding can also be presented as a symbol, which can easily be recognisable by the customer before purchasing any efficient productive services from the market. Following the same prospect the McDonald's is also used to apply significant golden arches for providing the business branding positively in the market. With the application of business branding generally, the management of business is competent to link business identity, personality and values with the basic intentions of communicating along with customers. In other words it is basically used to create a bridge of positive as well as negative atmosphere along with the customers in the society.

In accordance with the importance of business branding Clow and Baack, (2013), both have opined that, for providing proper awareness about individual productive units, every business must initiate proper branding activities so that it can efficiently create a positive scratch in the mind of customers in different societies. In accordance with the present operational structure the management of McDonald's used to provide significant importance to the present brand opportunities to derive some significant **branding Advantages** along with sustainability

maintenance. This business establishment is used to operate their operations on a global basis, for such a reason it has to initiate some efficient business branding process so that every customer can positively recognise the productive services efficiently and as a result the overall volume of business revenues can also increase significantly. Apart from that, this business establishment is operated in a competitive marketing environment, where several other businesses are also incorporated to provide substitute productive services, in such case through initiating proper branding processes the overall business performance of McDonald's can be significantly developed. Along with this, through applying the process of branding the management of this business establishment can also introduce their new launched products in the market and it also used to provide significant importance towards market shares value and also a strong brand built upon all lend to greater customer loyalty.

According to the marketing studies along with the statement issued by Housden (2010), the application of **Ansoff's matrix** is recognised as a marketing expansion grid or an evaluating tool of present business performance analysis with the fundamental intentions of significant strategic planning implementations for business growth and development. As per the present operational approaches of McDonald's, the management of the business is also used to apply this particular evaluating process for efficient business strategic planning related to recognise, whether it should grow and expand the business performances along with initiating new or existing products in new or existing markets. It basically provides a positive and strategic direction for future business expansions.



Figure: Ansoff's Matrix

(Source: Housden, 2010)

According to marketing studies the **Market penetration** is used by a business while it aims to sell existing products in the existing market. For conducting such processing the business has to initiate some strategies related to enhancement of present market shares in the existing market, increase volume by number of customers, ensure the dominance in growing markets and also drive out business competitors in a mature market. In case of McDonald's if the organisation initiates to allow this strategy therefore it will create a little risk for the business, however the management can apply such process through enhanced product qualities and quantities, Served happy meal, more delivery and efficient mobile services and also clever pricing strategies compared with others.

Product development strategies can be initiated by the business while it introduces a new product in an existing market with the basic intention of making differentiate the business from others and also maintain the competitive marketing environment. In order to apply this process the business has to initiate some significant strategies related to identifying and recognising significant changes in customer's demand in the market, the probable impacts of new products launched through different research and development processes and also through launching new and unique productive trends. Along with such, through processing some efficient product developmental initiatives the management of McDonald's can also influence this business processing (Azmi, 2020).

Market development is used to provide efficient business strategies, where the business is intended to sell their present products in new and explored markets. For such processing the business can take the initiative to Recognising the new geographical location for Business expansion, Utilising new distribution and retail channels, presenting existing products in new ways and also varying product pricing to cater in a new market segment. At the present condition this business establishment provides their restaurant services in different locations in the United Kingdom and also intends to expand their services in urban areas for efficient business expansions.

Diversification is used for presenting such strategic implementation while the business introduces new productive units in the new markets for efficient business expansions. According to the present operational structure of McDonald's, the management has to expand the overall business operations through using skills and knowledge that the business has already squad to experience, diversifying into products or markets related to the current business scenario and also diversification into products and markets that are not related along with the current business conditions. With the initiative of this process the business can positively expand their business on a global basis and in the areas where such productive

services have not been reached yet. However the management of this organisation should also take a positive initiative related to the diversification in McCafe and also initiating joint ventures along with some supermarkets like TESCO, Morrison's for efficient business expansions (Clow and Baack, 2013).

After providing the significant enumerations about the present marketing condition of McDonald's it can be provided that the management have to take some significant strategic implementation as provided under ansoff's matrix for expansions of business operational structure efficiently. However along with this the management needs also to provide efficient focus on president marketing make structure and take the initiative of changing marketing mix policies form 4P's to 7P's for further business development approaches.

Stakeholder engagement and their impact on the marketing activities of McDonald's

According to the statement provided by Jobber (2016), **Stakeholders** of business are recognised as the most significant, efficient and potential persons of the business, who are directly or indirectly involved along with the business operations for driving some personal as well as organisational benefits. Those persons are related to business investors, customers, suppliers, employees and also some other relevant authorities. With the general operational approaches of a business those stakeholders are also influenced through the initiated approaches of business in order to develop any significant strategies related business performances.

As per the business studies the **internal stakeholders** are used to recognise such persons who have direct relationship along with the business activities or performances in order to derive some efficient benefits. Such persons are related to employees, investors and also the owners or shareholders of business. However, the concept of business **External stakeholders** are used to present those peoples, who are basically not directly involved along with the business establishments however they can be affected in some process by the general outcomes or actions that have been initiated by the business according to their present strategic implementations.

According to the operational approaches of McDonald's, it basically provides importance to the customers, employees and suppliers as the main stakeholders of business. With the application of positive operations both are used to provide positive impacts on the present business operations related to restaurant services in a well manner. Here, the **Customers** are recognised as the external shareholders of the business and as a positive performance with providing efficient customer services the organisation can positively gain significant

competitive advantages in the market compared with others. At present the business used to serve around 3.5 million of customers in the United Kingdom and in the present pandemic COVID-19 situation through initiating some efficient healthy approaches the business can significantly develop their performances. It is recognised as the provider of largest **Employment** services in the United Kingdom and around 120,000 people are served for the business. In the year 2018 it employs 210,000 people worldwide which are 25,000 less compared to the number of employees in 2017 (Mcdonalds.com, 2020).

The business has a large number of **Suppliers** to procure both food and non-food items to run its operations efficiently. It is monitored by the organisation having a strong policy of trusted relationship maintenance along with customers for efficient business expansions (Statista, 2020). Through maintaining an efficient relationship with suppliers the organisation is competent to provide significant productive units as per customers' requisitions. According to the present market report the organisation have around £148.16 billion of market share capital at present in the UK market, which basically presents the existences of huge **Shareholders** volume of business and significant amount of investment contribution over business performances (Uk.finance.yahoo.com, 2020).

According to the Strategic management report, the organisation used to communicate along with the stakeholders, on a daily basis. The business establishment had an internal communication team for that purpose and also consisted of some significant communication channels in order to meet proper communication along with every relevant internal stakeholder of the business. Along with this, the management also used to access the internet and weekly newsletters facilities or feedback forms in order to recognise the significant performance level from individual customers and other persons who are generally recognised as external stakeholders. Apart from that the business also initiated an advertising campaign to provide customers more information about their products and also the proper strategies that have been initiated by the business in this present pandemic COVID- 19 circumstances. It also has a dedicated media team in the company websites who are available 24*7 bases for providing positive responses related to every single query (Mcdonalds.com, 2020). Through initiating significant approaches and other strategic plans the organisations used to provide a positive business ambience in the entire organisation as well as outside the organisation also.

Conclusions and Recommendation

In accordance with the present enumeration about the business marketing structure, it can be considered that the management of McDonald's required to initiate some significant business process to develop the present operational approach efficiently. In accordance with the present Ansoff's matrix, it is basically recommended to the business to expand their present operations in a new market and along with the diversification process it can positively initiate some significant development in the current operational approaches. Along with such the management should also provide focus on efficient marketing mix processes for proper product development approaches. Apart from that the management should also provide equal importance to the shareholders of business and the present Customer services also so that a positive business environment in the entire organisation can be provided and a significant outcome can efficiently be derived from business operations.

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