



MARKETING MANAGEMENT

McDONALD'S

McDonald's is more than just a fast food chain – it's a global brand that connects with millions through quality, consistency, innovation and customer satisfaction.



1. PRODUCT



- Wide range of menu options: burgers, fries, beverages, desserts & more.
- Focus on quality, taste and consistency worldwide.
- Regularly introduces new products to keep the menu exciting.
- Caters to different customer segments with options like McCafe, salads, Happy Meals.

2. PRICE



- Uses competitive pricing strategy to offer value for money.
- Menu variety at different price points to attract all income groups.
- Regular deals, combos and discounts to increase affordability.
- Maximizes value perception through quality and portion size.

3. PLACE



- Operates in 100+ countries with thousands of outlets.
- Located in high-traffic areas like malls, highways, airports, and business districts.
- Strong drive-thru, takeaway, and delivery network.
- Easy accessibility and a consistent customer experience globally.

4. PROMOTION



- Strong brand identity with the "I'm Lovin' It" campaign.
- Effective use of social media, digital ads, and influencer marketing.
- Engages customers through limited time offers and seasonal promotions.
- Builds customer loyalty through rewards programs like MyMcDonald's.

5. PEOPLE



- Well-trained and customer-focused employees.
- Strong emphasis on service quality and quick response.
- Encourages a positive work culture and teamwork.
- Employee satisfaction leads to customer satisfaction.

6. PROCESS



- Streamlined operations for fast and efficient service.
- Standardized processes ensure consistency in every outlet.
- Focus on hygiene, food safety and customer convenience.
- Continuous innovation in technology and service delivery.

7. PHYSICAL EVIDENCE



- Consistent store design and branding worldwide.
- Clean, comfortable and family-friendly environment.
- Packaging, uniforms and signage reflect brand identity.
- Digital kiosks, mobile app and modern facilities enhance customer experience.

MISSION



To be our customers' favorite place and way to eat and drink.

VISION

To make delicious feel-good moments easy for everyone.

WHY IT WORKS?



McDonald's understands its customers, delivers value, and continuously evolves to stay a global leader in the fast food industry.