

McDonalds Case Study

- 1) McDonalds is generating positive attitudes towards its brand and offerings as it is open early in the morning till the night. Some locations are even 24/7 which helps cater to customers who are both early birds and those that are night owls. In addition to this, McDonalds adjusts its tastes and flavors according to the region in which it is located. It also adapts its menu according to the weather. When it gets hotter, they are more likely to display ice cream cones. They also highlight their dollar menu. Any items that have been taken off of the dollar menu have been replaced with snacks and beverages.
- 2) McDonalds has chosen businesses to purchase their Arch cards because they can buy them in bulk. Also, McDonalds gives incentives to businesses to push the sales of the card.
- 3) The major advantage of franchising in China is that McDonalds has successfully increased the number of its outlets. Which accounts for 10% of its China sales. Therefore it is very economically beneficial. The biggest disadvantage is that it is owned by franchises which increases the threats to McDonalds.
- 4) I believe that by removing the posts related to the #McDStories was to some extent unethical. This is due to the fact that the company has hindered people's ability to voice their opinions and interfering with their constitutional rights.