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MCDONALD'S MARKETING STRATEGY

There are no people who haven't ever been in McDonald's. Many people go there even every week. Though everybody knows that food in McDonald's is not useful. And then the questions arise: "How has McDonald's become the largest fast-food restaurant chain? What makes people eat in McDonald's? And the answer is simple – marketing strategy. Today McDonald's operates in the global quick service restaurant industry business. McDonald's was the pioneer in this business and it was McDonald's which made the quick service restaurant business a global industry by creating a huge global commercial empire. There are strengths and positive aspects which define the performance of this company. The greatest strength was creating an image in the minds of the people and introducing them to the fast food culture. They created a corporate symbol and their advertisement campaigns were highly successful in establishing the brand image and logo in the minds of the millions. McDonald's product value is also its greatest strength. Customers know what to expect when they go to a McDonald's store. It gives great emphasis to human resources by satisfying both the customers and the employees. The secret of any marketing strategy is to reach the target audience. In the case of McDonald's as projected in its ads, the targeted audiences were the kids. Demographics and customer financial and psychological aspects define a business concerns success. One major threat to any brand is its relationship between the management and the franchise dealers. Organization strength is the back bone of any company and when that starts shaking the whole system will collapse. But McDonald's is recovering from all these weaknesses as its brand managers can easily communicate, compare and improve their services through the latest technological developments. McDonald's overall strategic plan is called Plan to Win. Their focus is not so much on being the biggest fast-food restaurant chain, it is more focused on being the best fast-food restaurant chain. Types of marketing mix that McDonald's use to achieve their marketing goals are longer operating hours, everyday value meals, and optimizing efficiency in the drive-thru. Corporate communications states that a new McDonald's restaurant opens every 8 hours.