



Swot Analysis Of Mcdonalds

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ABSTRACT:

The present research paper consists of analyzing the strength, weakness, opportunities and threat to Mc Donald's and examine the response of consumer towards Mc Donald's by various methods including a webform. It includes hypothesis and a literature review by several authors. The present study also concludes the suggestions and limitations that how the study has taken place and the further scope.

Keywords: Social Responsibility, Risk management, SWOT Analysis

1. INTRODUCTION:

Mc Donald's is an enormous junk food restaurant which has one of the largest food chains globally. They are famous for one of their popular desserts: the apple pie and their breakfast sandwich. Its top selling menu items consist of cheeseburgers, hamburgers, and French fries.

Mc Donald's have numerous policies including ethical and social responsibility throughout their corporation. They are focused on the customer experience as priority, respecting their employees by identifying the employee's talent and appreciating them on their good performance, maintaining the predetermined high-quality standards while doing business, and fulfilling social responsibility by paying back to the communities by which they come from and grow. All of these values are well maintained throughout the levels of the company, and these policies make Mc Donald's a thriving junk food restaurant.

Risk management is one of the priorities to Mc Donald's. They have a tool for identifying the risk specifically, the country risk, industry risk and facility risk. These

factors are the part of the risk identifying tool used in Mc Donald's to tackle risk and managing it.

2.SWOT OF Mc DONALDS:

A. Strength-

1. It leads the markets of US.
2. Awareness and the value of the brand is one of their strengths.
3. They have a business model which is highly sustainable.
4. They have high profit levels.
5. They are present all over the world.

B. WEAKNESS-

1. Menu consist of highly unhealthy food items.
2. The brand image is declining.
3. The rate of employee turnover is extremely high.
4. There is a damaging publicity of the brand.

C. OPPORTUNITIES-

1. Focus on healthy menu items.
2. Providing home delivery services.
3. Product differentiation.
4. Improvement in business regarding CSR.
5. International markets can be used to localize the business.

D. THREATS-

1. The company should consider the safety of the food.
2. The company may have threat from the junk food restaurants in developed countries.
3. Legal actions taken against the company can act as a threat.
4. Difference in the value of the currency of various countries.
5. Other junk food restaurants like burger king, act as a competitor of the company.

3. LITERATURE REVIEW:

AUTHOR(S)	YEAR	TOPIC	PUBLICATION
Mauro Vivaldini Silvio R.I Pires	2016	Implementation of sustainable actions (Biodiesel) using a logistics services provider in Mc Donald's restaurants' supply operations in Brazil.	Sustainable logistical operations: the case of Mac Donald's biodiesel in Brazil.

Steve New	2015	Three lessons on supply-chain transparency.	Mc Donald's and challenges of modern supply chain.
Peter Ritchie	1990	Adaptations of logistics to suit the geography and population patterns of Australia.	Mc Donald's: A Winner through Logistics.
Hau L. Lee Sonali Rammohan	2013	Optimization of McFry supply chain by increasing local supply using agronomy, farmer relationship development and value chain innovation.	Mc Donald's India: Optimizing the French Fries Supply Chain.
Marten Fristedt Andreas Hannson.	2010	Significance of SCM characteristics and identifying market saturation and searching for economies to grow outside the primary supply chain.	Supply Chain Management in practice- A case study at Mc Donald's Sweden.

4. OBJECTIVE:

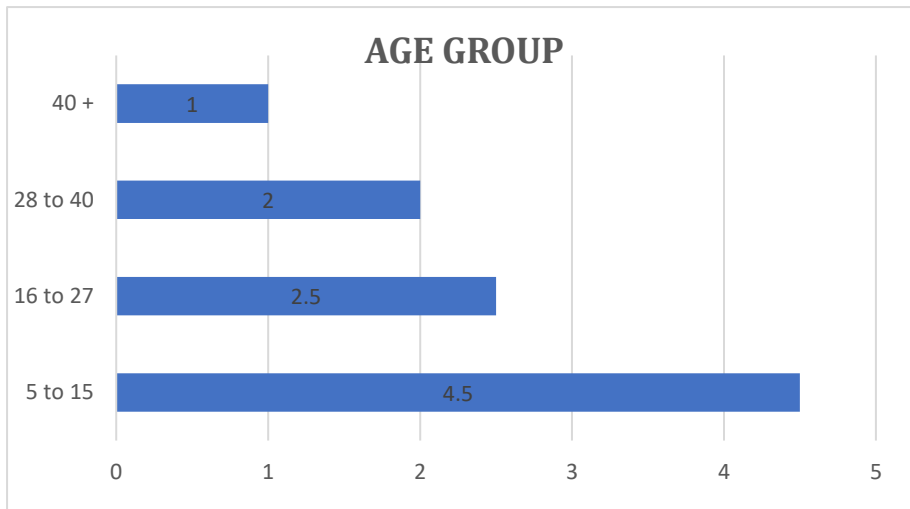
- To do the SWOT analysis of Mc Donald's.
- To study the limitations of Mc Donald's.
- To examine the future scope of Mc Donald's.
- To investigate the consumer response towards Mc Donald's.

5. HYPOTHESIS:

H0: A positive relationship can be seen between price and customer satisfaction.

H1: A positive relationship can be seen between customer satisfaction and physical environment.

6. DATA ANALYSIS BY CONSUMER RESPONSE:

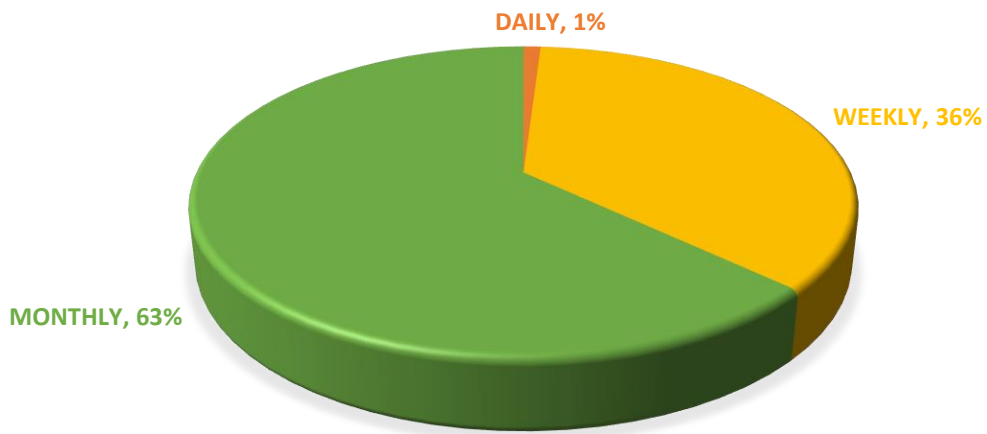


The most interested group was youngsters with 4.5% to prefer Mc Donald's, followed by the adults with less than 2% than younger ones, while only 2% people from 28 to 40 go to Mc Donald's and lastly, it was visited least by the people above 40.



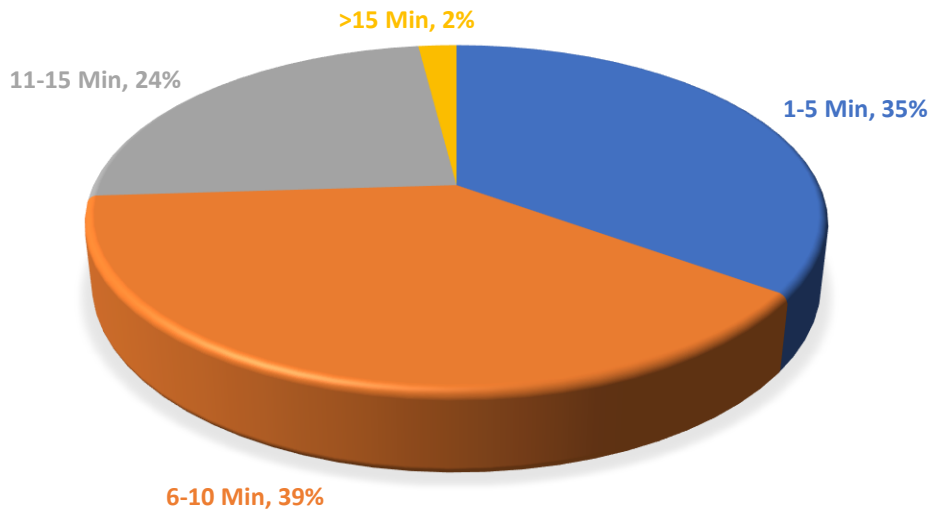
It can be clearly observed that 2.2% folks find Mc Donald's affordable, whereas 5% people rate the price as average. However, nearly 3% folks rate it as expensive considering the price they pay in lieu of their order.

HOW MANY TIMES PEOPLE ORDER FROM MC DONALDS



On the daily basis, merely 1% people order their food from Mc Donald's, however, only 36% people buy their meals weekly, while more than half buy food from Mc Donald's in a month.

HOW LONG PEOPLE WAIT FOR THEIR ORDER



By observing the pie chart, we can see that nearly 40% people wait for their orders between 6 to 10 minutes, on the other hand, 1% less than before wait in long queues for maximum 5 minutes to buy their food whereas, ¼ people stands in the queues for the

longest time which is 15 minutes and lastly, only 2% wait more than 15 minutes to get their meals from Mc Donald's.

7. CONCLUSION:

The aim of this research was to analyze the strength, weakness, opportunities and threat to Mc Donald 's, as well as studying the relationship between the customer and the restaurant. Our research investigates the response of customer and their satisfaction towards Mc Donald 's in India and determining the influence of Mc Donald's policies on customers. Additionally, we gathered the consumer response through webform keeping in mind the major factors such as age, price, etc. in India.

8. SUGGESTIONS:

Mc Donald's should consider making these four changes if it wants to remain on top.

1. Add healthy meals in the menu.
2. Keep the price affordable.
3. Put More Focus on breakfast.
4. Pay employees competitive wages.

9. LIMITATIONS:

1. The study can be limited to information.
2. Details like consumer response can vary with respect to location, religion and ethics.
3. The research is concentrated to a single country which leads to a narrow scope and opportunities.
4. It is centralized to a specific topic which is SWOT and hence, ignores other valuable and rich fields of study.

10. FUTURE SCOPE:

- 1.It can act as an indirect source of knowledge to gather information by folks in future.
- 2.It can be set as an example for the people to study SWOT of Mc Donald's.
- 3.It can be used as a help to make more research paper.

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