



McDonald's Management Functions

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About McDonald's

- McDonalds is begun in 1940s. Named McDonalds Bar-B-Q restaurant.
- In Dec of 1948s, they had reopened as a self-service-drive-in restaurant.
- The company is the leading food retailer with over 32,000 restaurant branches in more than 100 countries.



The Management Process

Planning and Decision Making

Organizing

Controlling

Leading



What McDonald's do in Planning

McDonald's Select goals to achieve objectives by different types of Competitive strategies in planning.

- **Cost Focus Strategy** : Offer low price to make customer come and promoting value meal for lunch and dinner.
- **Differentiation Strategy** : Creating different taste of food. Maintain high standard of food and services.
- **Product Variety Strategy** : McDonalds chain sells a variety of product in its product Focus on customer type Strategy



What Mcdonald's do in Planning

- **Advertisement** : Customer focused Advertisement in different region and Sponsorship.
- **Geographical Strategy** : Different country or place will have different culture. For Islamic country, pork burger could not sell because the Muslim can only consume halal food which is pork-free.



Why McDonald's Organizing Strategy is Successful

- Employees and customers as the most important asset of the organization
- Performance-based divisions are the most distinct feature of McDonald's corporate structure
- collaborative management approach which has created a strong global leadership team



McDonalds corporate strategy-

- Focus to the customers problems
- Work together among employee



Controlling Process at McDonalds

- McDonald's controlling process includes various activities which enhance employees motivation.
- McDonald's secure their controlling process by setting their policies clear.
- Each Franchisees have a line manager whose role is to ensure that employees are working following the company standard and monitor.
- Each of the franchisees are bound to follow the set suppliers' recommendations.
- **Most importantly**, McDonald's provides training to its employees at Hamburger University which ensures the ways to improve any lacking in their performance.
- Through the controlling evaluation, McDonald's is able to build and sustain a high potential market value.



Leading

Empowering organizational culture to ensure every stakeholder of the organization understands how their individual roles contribute towards the achievement of organizational objectives.

Motivate Employees

- Carry out business
- Motivation is a process- person's effort are energized, directed & sustained toward attaining the goal.



Leading

Environment

- No stressful
- Flexible working hour
- Provide career growth opportunity for employees
- Provide several benefit & compensation



Thankyou