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# A CASE ON MCDONALD'S MANAGEMENT FUNCTIONS

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# INTRODUCTION



McDonald's is an American fast food company, founded in 1940 as a restaurant operated by Richard and Maurice McDonald and, in San Bernardino, California, United States. Although McDonald's is best known for its hamburgers, cheeseburgers and french fries, they feature chicken products, breakfast items, soft drinks, milkshakes, wraps, and desserts.

# MCDONALD'S MANAGEMENT FUNCTIONS

- Planning
- Controlling
- Organizing
- Leading



# PLANNING



- ❑ Planning is the process which is used to identify goals and objectives, develop tasks to accomplish those goals and strategies and outline objectives.
- ❑ Offering the basic fast food meals at low prices.
- ❑ Always maintain the high standard of food and quality.
- ❑ Enjoy the food more comfortable with the clean environment.

# CONTROLLING

- ❑ The main activities under this function at McDonald's include the coordination of employee behavior to ensure all activities are in harmony and the maintenance of employee motivation and commitment.
- ❑ Efficient allocation of workers.
- ❑ Controlling workers through shared values.



# ORGANIZING

McDonald's has a divisional organizational structure. Conceptually, in this structure type, the business organization is divided into components that are given responsibilities based on operational requirements. Each division handles a specific operational area or set of strategic objectives. McDonald's used the work specialization in an integral part their business.



# LEADING

- ❑ Flexible working hour.
- ❑ Provide career growth opportunity for employees.
- ❑ Provide several benefit and compensation.
- ❑ Motivation is a process person's effort are energized, directed & sustained toward attaining the goal.





