**McDonald’s**

**What:** fast food company

**Who**: Ray Kroc

**When**: 1955 (McDonalds System Inc. founded) (six years later the elusive rights to McDonald’s name and operation systems

**Where:** Headquarters -Oak Brook, Illinois

**How has the company grown?**

* Started because the (original) McDonald’s were looking for a new franchise agent and was a local restaurant
* Now it has become an internationally recognized global brand
* Serves over 69 billion US
* In over 121 countries world-wide (glocalization)

**Global turnover/employment:**

* 2013 – 28.11 billion USD (highest revenue)
* dropped to 22.82 billion USD by 2017
* operates roughly 36,900 restaurants worldwide, thus employing about 375,00 people (in 2016)

**Global strategy:**

* McDonald’s Business Model:
	+ “Franchisees bring the spirit of entrepreneurship and commitment to communities”
	+ “Suppliers are dedicated to highest levels of quality and safety”
	+ “The company facilitates learning and sharing across McDonald’s more than 36,000 restaurants”
* McDonald’s Growth Strategy:
	+ Retain- keeping the customers by focusing on the brands areas of strength
	+ Regain- regaining customers by improving the quality of food, convenience and prices
	+ Convert- converting normal customers to committed customers with coffee and snacks
* McDonald’s Growth Strategy three accelerators:
	+ Digital- reshaping interactions with customers
	+ Delivery- brining McDonald’s to the customers
	+ Elevating customers experience through technology

**McDonald’s Reputation:**

* **(recent)** “super-size me” triggered McDonald’s to serve their health-conscious customers by introducing the “Go Active! Happy Meal”
* 2009 – in Europe introduced “greenwashing” (UK, France, Germany) in hopes of renewing or changing the brands reputation and link to obesity
* 1963 Donald McDonald’s (clown)
* 1987 Playplace/Playground
	+ they are family friendly

**PPPSS:**

**Place:** headquarters in Oak Brook Illinois

**Process:** franchise

**Power:** franchising company that has a worldwide chain of over 36,000 restaurants, influencing culture, fuelling consumerism

**Possibility:** expanding further and in more countries,

**Scale:** world-wide in over 121 countries

**Spatial Interactions:/**

**Timeline**

**:**

**Global Distribution**



**Sources**

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