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McDonald's

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How McDonald's Market Their Products

McDonald's is the fastest-growing fast foods industry that deals with chicken, fish, beverages, snacks, and beverages. The products to reach the target customers and meet the business expectations are marketed in the following ways. Distribution, promotion, price and strategies are how McDonald's sell their products (Meyer, 2015).

Most of the McDonald's products are available in restaurants. However, the company can distribute the products at the customers' convenient places. The main places where the products are distributed include restaurants, kiosks, McDonald's mobile apps and postmates websites (Meyer, 2015). Among all the distribution places, the company generates more income from the restaurants. Hence, it seems most of the clients prefer restaurants compared to other places. Another preferred distribution place is the mobile apps. Here, the customers get their preferred deals, the company's location, place their orders and make payments. All the distribution places are crucial for the customers as they have different preferences.

Promotion of the company's product involves the tactics sales agents apply to communicate or reach target customers. McDonald's company provides new information concerning the products to increase the purchasing power. The promotion tactics are advertising, as well as sales promotions together with public relations and finally direct marketing. Print media, televisions and radio are the advertisement platforms used by McDonald's to persuade its customers (Meyer, 2015). Promotions are specifically used to draw the customers' attention towards purchasing the company products. Another essential aspect of advertising is direct marketing in community events, local governments and corporate clientele.

Pricing and pricing strategy have an impact on marketing. Favorable prices set by the company will attract customers—the pricing strategy includes bundle pricing and psychological pricing strategy. Bundle pricing strategy involves giving customers discounts on the products purchased separately. Psychological pricing applies using affordable prices—for instance, \$ 999.99 instead of rounding the values off. The pricing strategy influence consumers to buy more products.

How McDonald's Adapt in All Countries

The marketing techniques applied by McDonald's in different countries are different. Consumers' tastes and preferences vary in the country the business operates in. Hence, they must find ways to adapt. Also, the promotion, prices and distribution in the operation countries differ; therefore, it employs tactics to adapt. McDonald's to adjust; it comes up with various services and products that cater to consumer needs give different cultures. The consumer market is diverse. Hence, the company plans on the consumer demographics, local and economic factors in such countries (Racoma, 2019). For instance, the company offered fast and cheap food for women joining the labor force in the 1960s, improving its corporate image by introducing a quick and convenient strategy to attract more customers and endless innovation by adding more products to the supply chain (Racoma, 2019).

Other adaptation criteria in the international market involve market segmentation and experimenting. Additionally, the company often makes a comparison in both American and Japanese markets. After comparison, the company put more budget in the American market compared to Japan. For instance, product trials and innovations are mainly done in America, the company's home country, where the customer base is strong (Racoma, 2019). The company can alter its menu and business plans depending on the cultures of each operating country. Changing

its culture and menu is an indicator of respect of cultures and policies in the country the business operates in. the products are tested by adding or removing food items that are not in line with the local trends and popularity among the consumers. For instance, the offering of McRib's for a short period in the US, while in Japan, Teri Tama Burger is the menu offered (Racoma, 2019).

References

Meyer, P. (2015). McDonald's Marketing Mix: 4Ps Analysis. *Panmora Institute*.

Racoma, B. (2019). How McDonald Adapts Around the World.

<https://www.daytranslations.com/blog/how-mcdonalds-adapts-around-the-world/>

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