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Professor Oas

MKT 315:

9AM
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Exercise 8 - McDonald's Case Study

1. Outline the reasons why McDonald's have been so successful throughout the world.

(Use both the information in the case and your own knowledge.)

McDonalds has become one of the most successful fast food franchises in the world due to its efficiency, consistency, customer service, and quality fast food products along with occasional discounts and prizes for their customers. McDonalds has been able to satisfy the customer and always offers a consistent product which their clients highly appreciate.

2. Which ones are the more important reasons?

Although McDonalds has many reasons why it stands out, its most important one is their efficiency. McDonalds has been able to create a product line that allows them to provide great speed and consistency of product. This gives their customers the reassurance of knowing exactly what they are going to get, no matter which McDonald's store they visit.

3. Which of the reasons that you have identified would be considered to be part of the 'marketing function'?

The 7 functions of marketing are promotion, selling, product/service management, marketing