

McDonald's

Parent Company

McDonald's Corporation

Category

Fast food eating joints

Sector

Food Products

Tagline/ Slogan

I'm Loving it

USP

McDonald's offers excellent food quality especially burgers and great quick service

McDonald's STP

Segment

People willing to have a hygienic and delicious meal at a restaurant

Target Group

Children and youth from middle and upper class

Positioning

McDonald's is a fun filled fast food joint the entire family to enjoy

McDonald's SWOT Analysis

Strengths

1. McDonald's is a hugely popular brand name and high brand loyalty
2. Variety of products offered by McDonald's including burgers, wraps, nuggets etc
3. Hygienic food preparation and quick service is provided to the customers
4. McDrive Drive-in service for motorists and car owners is an extremely innovative way of conducting fast food business
4. McDonald's has excellent advertising and marketing which makes it a top of the mind brand
5. Happy meal offered by McDonald's is great attracting children especially with the toys
6. McDonald's is present across the world at more than 38000+ locations in more than 100 countries
7. More than 1.5 million are working with the company, including the franchisees
8. McCafe opened by McDonald's offers beverages to accompany the food
9. The brand has been actively involved in sponsorships of global events
10. McDonald's has revolutionized the market with local products like McAloo Tikki for India, Mc Arabia for the Middle East

11. The company has been recognized as one of the most valuable brands in the world

12. McDonald's drives its visibility through celebrity endorsements, global event sponsorships, donations

Weaknesses

1. Fast Food menu is served at McDonald's which is not highly preferred by health conscious people

2. McDonald's has often been involved in lawsuits regarding environment, animal rights etc.

3. The menu is limited for a lot of customers and hence they might lose out on customers

Opportunities

1. McDonald's can improve on the existing home delivery service

2. Get more innovative products for the vegan customers

3. With newer emerging markets, McDonald's can venture into these markets to grow the brand

4. Can introduce more menu items to support the existing items

Threats

1. Threat from other eating joints/restaurants, which can reduce McDonalds' market share

2. Health conscious people avoiding fast food

3. Being a global brand, the operations of McDonald's can be affected by recession, fluctuating economy

4. Constant vigilance from food regulatory bodies can affect business operations

5. Food like burgers have become generic in nature and a lot of options are available in the market

Competition

Competitors

1. KFC

2. Pizza Hut

3. Domino's

4. Subway

5. Burger King

6. Smokin Joes Pizza

7. Taco Bell

8. Papa Johns Pizza