

## Marketing Management Marketing Mix

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### CONTENT

Marketing management means management of the marketing function. In other words, marketing management refers to planning, organising, directing and

controlling of the activities which facilitates exchange of goods and services between producers and consumers or users of products and services. Thus the focus of

marketing management is on achieving desired exchange outcomes with the target markets. Taking a management perspective, the term marketing has been defined as “the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organisational goals” by American Management Association, similarly Philip Kotler has defined Marketing management as the art and science of choosing target markets and getting, keeping and growing customers through creating, delivering and communicating superior customer value of management.

### **Objective :**

To find out the 4P’s of marketing mix in McDonalds.

To analyse the strategies of the marketing mix in McDonalds.

To suggest even more better strategies and tactics of marketing mix in McDonalds.

### **Limitations:**

While marketing mix models provide much useful information, there are two key areas in which these models have limitations that should be taken into

account by all of those that use these models for decisionmaking purposes. These limitations, discussed more fully below, include:

- 1) the focus on short-term sales can significantly under-value the importance of longer-term equity building activities; and
- 2) when used for media mix optimization, these models have a clear bias in favor of time-specific media (such as TV commercials) versus less time-specific media (such as ads appearing in monthly magazines); biases can also occur when comparing broad-based media versus regionally or demographically targeted media.

### **Review of literature :**

The main objective of this study is to review the present marketing mix applies particularly to the marketing. This study provides an idea to the marketers and can be used as tools to assist them in pursuing their marketing objectives. Borden (1965) claims to be the first to have used the term marketing mix and that it was suggested to him by Culliton’s (1948).

McCarthy (1964) offered marketing mix, often referred to as the 4Ps, as a means of translating marketing planning into

practice (Bennett, 1997). Marketing mix is originating from the single P (price) of microeconomic theory (Chong, 2003). New Ps were introduced into the marketing scene in order to face up into a highly competitively charged environment (Low and Tan, 1995). Even, Möller (2006) presents an up-to-date picture of the current standing in the debate around the Mix as marketing paradigm and predominant marketing management tool by reviewing academic views from five marketing management sub-disciplines (consumer marketing, relationship

marketing, services marketing, retail marketing and industrial marketing) and an emerging marketing (E-Commerce). The concept of 4Ps has been criticised by number of studies, examples Lauterborn (1990), Möller (2006), Popovic (2006) and Fakeideas (2008). However, in spite of its deficiencies, the 4Ps remain a staple of the marketing mix. The subsequent Ps have yet to overcome a consensus about eligibility and agreement over the practical application (Kent and Brown, 2006).

**Keywords:** Marketing mix, P

## Chapter 1

### Marketing mix in McDonalds



The marketing mix of McDonalds consists of the various elements in the marketing mix which form the core of a company's

marketing system and hence helps to achieve marketing objectives. The marketing mix of McDonalds discusses the

4p's of the leading burger chain across India offering the tastiest burgers and french fries.

**Product** :- McDonald's places considerable emphasis on developing a menu which customers want. Market research establishes exactly what this is. However, customers' requirements change over time. In order to meet these changes, McDonald's has introduced new products and phased out old ones, and will continue to do so. Care is taken not to adversely affect the sales of one choice by introducing a new choice, which will cannibalise sales from the existing one (trade off). McDonald's knows that items on its menu will vary in popularity. Their ability to generate profits will vary at different points in their cycle. In India McDonalds has a diversified product range focussing more on the vegetarian products as most consumers in India are primarily vegetarian. The happy meal for the children is a great seller among others.

**Price** :- The customer's perception of value is an important determinant of the price charged. Customers draw their own mental picture of what a product is worth. A product is more than a physical item, it also has psychological connotations for the customer. The danger of using low price as a marketing tool is that the customer may

feel that quality is being compromised. It is important when deciding on price to be fully aware of the brand and its integrity.

In India McDonalds classifies its products into 2 categories namely the branded affordability (BA) and branded core value products (BCV). The BCV products mainly include the McVeggie and McChicken burgers that cost Rs 50-60 and the BA products include McAlloo tikki and Chicken McGrill burgers which cost Rs20-3 This has been done to satisfy consumers which different price perceptions.

**Promotion** :- The promotions aspect of the marketing mix covers all types of marketing communications One of the methods employed is advertising, Advertising is conducted on TV, radio, in cinema, online, using poster sites and in the press for example in newspapers and magazines. Other promotional methods include sales promotions, point of sale display, merchandising, direct mail, loyalty schemes, door drops, etc. The skill in marketing communications is to develop a campaign which uses several of these methods in a way that provides the most effective results. For example, TV advertising makes people aware of a food item and press advertising provides more detail. This may be supported by in-store

promotions to get people to try the product and a collectable promotional device to encourage them to keep on buying the item.

At McDonalds the prime focus is on targeting children. In happy meals too which are targeted at children small toys are given along with the meal. Apart from this, various schemes for winning prizes by way of lucky draws and also scratch cards are given when an order is placed on the various mean combos.

**Place** :- Place, as an element of the marketing mix, is not just about the physical location or distribution points for products. It encompasses the management of a range of processes involved in bringing products to the end consumer. McDonald's outlets are very evenly spread throughout the cities making them very accessible. Drive in and drive through options make McDonald's products further convenient to the consumers.

**People** :-The employees in Mc Donalds have a standard uniform and Mc Donalds specially focuses on friendly and prompt service to its customers from their employees.

**Process** :-The food manufacturing process at Mc Donalds is completely transparent i.e. the whole process is visible to the customers. In fact, the fast food joint

allows its customers to view and judge the hygienic standards at Mc Donalds by allowing them to enter the area where the process takes place. The customers are invited to check the ingredients used in food.

**Physical evidence** :- McDonalds focuses on clean and hygienic interiors of its outlets and at the same time the interiors are attractive and the fast food joint maintains a proper decorum at its joints.

## **Chapter 2**

### **Strategies of marketing mix in McDonalds**

#### **Introduction:**

When the Dick and Mac McDonald opened their first restaurant in San Bernardino, California in 1948, they never could have imagined the extraordinary growth their company would experience. From modest beginnings, they found a winning formula selling high quality products quickly and low-cost. It was not until 1955 when Ray Kroc, a salesman from Chicago, became involved in the business that McDonald's really began to flourish. Kroc realized the same successful McDonald's formula could be exploited throughout the United States and beyond

with the use of franchising. A franchise is an agreement or license to sell a company's products exclusively in a particular area, or to operate a business that carries that company's name.

In 1955, Kroc knew that the key to success was through rapid expansion; thus, the best way to achieve this was through offering franchises. Today, over 70 percent of McDonald's Restaurants are franchises. In 1986, the first franchised McDonald's opened in the United Kingdom. Now, there are over 1,150 restaurants, employing more than 49,000 people, of which 34 percent are operated by franchisees. Moreover, there are over 30,000 these restaurants in more than 119 countries, serving over 47 million customers around the world. In 2000 alone, McDonald's served over 16 billion customers. For perspective, that number is equivalent to providing a lunch and dinner for every man, woman, and child in the world! McDonald's global sales were over \$40 billion, making it by far the largest food service company in the world.

Because of the invention of franchising and the development of some of the most creative marketing and branding

campaigns, McDonald's is one of the world's most well-known, valuable brands holding a leading share in the globally branded, quick service restaurant segment of the informal dining-out market in virtually every country in which they do business. As a leader in the fast food industry, McDonald's is often targeted. Some of the ways McDonald's handles the attacks of the media and competition is by creating a marketing mix to highlight the positive impacts the organization. McDonald's must keep the strategic nature of its marketing efforts to stay on top and provide what customers want.

### **Marketing Mix:**

Marketing mix must focus on the product, pricing, promotion, and placement of item in order to make it successful. Marketing strategies must feature customer orientation, input, and accessibility in the fight to the top of the market. McDonald's is no different. One can recognize that McDonald's primary target market is children ages 3-11 and their parents. McDonald's understood that the parent was making the purchasing decision, most likely based on price.



What McDonald’s marketing executives did was ingenious. They put a \$.50 toy in with the hamburger, french fries, and drink and gave it a special name, the “Happy Meal”. Then McDonald’s marketed the Happy Meal to the kids. If you have you ever asked your child where to buy a Happy Meal, they will tell you that there is only one place you can buy one, and that is at **McDonald’s**. **The year in which some McDonald’s Favorites were Introduced are:-**

- 1955 – Hamburgers, cheeseburgers, fries, shakes, soft drinks, coffee and milk
- 1963 -Filet-O-Fish
- 1968 -Big Mac and Hot Apple Pie
- 1973 -Quarter Pounder and Egg McMuffin
- 1974 -McDonaldland Cookies
- 1977 -Breakfast Menu
- 1978 -Sundaes
- 1979 -Happy Meals
- 1983 -Chicken McNuggets
- 1986 -Biscuit Sandwiches
- 1987 -Salads
- 1998 -McFlurry Desserts
- 1999 -Breakfast Bagels
- 2000 -Chicken McGrill and Crispy Chicken
- 2001 -Big N’ Tasty
- 2003 -Premium Salads, Newman’s Own® salad dressings and McGriddles
- 2004 – Chicken Selects® Premium Breast Strips

McDonald's restaurants have a variety of strategies that apply to product, placement, promotion, and price that makes them one of the most successful, well-recognized organizations in the world.

### *Product Strategies:*

McDonald's marketing strategies should be looked at historically in order to see the larger picture of the firm's success. There have been so many strategies since the inception of the firm that it is difficult to account for them all, the two most memorable are the development of the "Golden Arches" and "Ronald McDonald". These two icons have given customers a mental image of what to look for when they want quality food for a low price fast. The firm revolutionized the fast food industry and positioned itself as the market leader with low-priced, quality food and provided an entertaining atmosphere for the children. These things were what that the market wanted at the time and the firm answered in spades.

The perceived secret of McDonald's success is the willingness to innovate, even while striving to achieve consistency in the operation of its many outlets. For example, its breakfast menu, salads, **Chicken McNuggets**, and the **McLean Deluxe**

**sandwich** were all examples of how the company tried to appeal to a wider range of consumers. The long history of innovation and experimentation resulted in new profit centers like **Chicken McNuggets** and the breakfast menu. Innovation and experimentation also produced some disappointments like the **McLean Deluxe**, but inevitably experimentation in limited outlets provides McDonald's a way to retain its key strengths-quality and consistency-while continuing to evolve. The use of franchising, again, provides various perspectives that, in turn, lead to innovation for products and solutions. Franchisees agree to operate their restaurants in the "McDonald's way" but there remains room for innovation. Many ideas for new menu items come from franchisees responding to customer demand. Developing new products is crucial to any business even those that successfully relied on a limited menu for many years. As consumer tastes change, menu innovation injects enthusiasm allowing the firm to explore markets previously overlooked or ignored. The "**Egg McMuffin**", for example, was introduced in 1971. This item enabled McDonald's to accommodate consumers of the breakfast market. **Filet-o-Fish**,



**Drive-thrus**, and **Playlands** were all products or concepts developed by franchisees. McDonald's tries a few new concepts simultaneous in different parts of the country to find the most promising new menu item. Those with the most potential could be rolled out further, while the ineffective ideas could be left to die quickly. This strategy may be expensive, but the potential to unleash new areas of growth in a maturing market seems to be right in line with what McDonald's has always done.

In addition to the local flavors that have been created in the US, McDonald's international restaurants have been conforming to local, regional, and ethnic tastes, too. In a recent McDonald's case study this was explained further: "For example, '**Maharaja McBurger**' is a vegetarian burger marketed in India. The special requirements for '**Kosher**' foods are followed in Israel. Similarly, McDonald's offers '**Halal**' food in Muslim countries such as Saudi Arabia, UAE, Kuwait, Indonesia, Malaysia, Pakistan, and Bangladesh. During promotions, McDonald's also introduces several other products. For example, its '**Prosperity Burger**' is popular in China, Taiwan, Hong Kong, and Singapore at the time of

the Chinese New Year celebrations. In order to respond to the growing phenomenon of health consciousness, McDonald's has moved in favor of lean ground beef, 100% vegetable oil, 1% low-fat milk, low sodium, and low fat. This product strategy shows that McDonald's is interested in becoming part of the culture and is looking for ways to appeal to the market internationally.

McDonald's menu is based on five main ingredients: beef, chicken, bread, potatoes and milk. Their main products are **hamburgers, chicken sandwiches, fries, and beverages**. In addition, they serve a variety of breakfast items and desserts. Every McDonald's is uniform; you know exactly what you will get no matter what store you go in to. Although McDonald's has thousands of restaurants around the world, it standardizes menus and operating procedures in these restaurants to insure consistency throughout. To maintain consistency in the current menu while the firm tests new products to expand the product line, McDonald's relies on test marketing new menu items in pilot locations. New products are rigorously market tested so that the franchisee will have a reasonable idea of its potential before it is added to the menu. The

introduction of new products, which have already been researched and tested, considerably reduces the risk for the franchisee. The franchisees additionally benefit from the extensive national market research programs that assess consumer attitudes and perceptions. What products do they want to buy and at what price? How are they performing compared to their competitors?

This approach allows the firm to identify which items are likely to prove popular with consumers while ensuring that the company can deliver new products with consistent quality nationwide. McDonald's already has a history of doing this so it will not require major changes to its operations strategy-at least initially. If the product line-up gets too large, then the task of maintaining quality becomes exponentially harder. The trick is to consider how to eliminate some of the existing menu items when you introduce new ones, while making sure the staff is fully trained in how to execute these products successfully.

McDonald's serves the world some of its favorite foods – **Fries, Big Mac, Quarter Pounder, Chicken McNuggets, and the Egg McMuffin**. To this end, McDonald's had done well with a limited product

range. Declining per unit sales and competitors gaining ground, may indicate that McDonald's menu needs a face-lift. One way to do that is by inserting a couple of new, highly promoted menu items. This would refresh the product menu and provide new, satisfying experience for dinner consumers.

### *Placement Strategies:*

McDonald's focuses on store placement and are always looking for the best locations. This strategy created some weakness in the last 10 years because it seemed that too many stores were put in some areas, cannibalizing sales from the other McDonald's. The company has also made convenience a focus, not only through how fast it serves customers, but also in the location of its outlets. Freestanding restaurants are positioned so that you are never more than a few minutes away by foot in the city or by car in the suburbs. In addition, McDonald's is tucking restaurants into schools, stores, and more.

Because McDonald's has pretty well saturated the U.S. market, it's only real opportunities for growth lie abroad, where the competition is not so cutthroat or by introducing new restaurant concepts under

brands other than McDonald's. The organization's overall objective is to increase market share. In this instance, the focus is purely on localization with different strategies for different countries. Pricing could not possibly be standardized across the globe without alienating many countries with poorer economies, thus defeating the initial objective. McDonald's set an appropriate price for their product by looking at its competitors in each country. McDonald's is attempting to localize marketing communications due to the realization that it couldn't possibly appeal to all countries at the same time. The firm sees the necessity to "brand globally, act locally". For example, in China it was recognized that advertising on television would be a waste of money because commercials between programs are generally ignored. Instead, McDonald's uses newspapers and magazines to promote its image. Similarly, in East Asia, McDonald's targets children in order to gain optimum results. Of course, the ultimate message (brand) is the same; the medium is what is strategically modified.

### ***Pricing Strategies:***

The customer's perception of value is an important determinant of the price

charged. Customers draw their own mental picture of what a product is worth. A product is more than a physical item, it also has psychological connotations for the customer. The danger of using low price as a marketing tool is that the customer may feel that quality is being compromised. It is important when deciding on price to be fully aware of the brand and its integrity. A further consequence of price reduction is that competitors match prices resulting in no extra demand. This means the profit margin has been reduced without increasing sales.

McDonald's strategy is to offer quality food quickly to customers at a good value. The pricing structure for McDonald's over years has supported this message. The company strives to differentiate itself from other fast food restaurants by offering a variety of menu items that appeal to a variety of people from those who just want great hamburgers, to those who just want a quick healthy meal. McDonald's differentiates itself by offering a dollar menu, combination meals, and a free toy with Happy Meals.

McDonald's, over the years, has also ran many promotions to increase traffic or

product sales. For instance, the most recent roll out has been the 2004 Chicken Selects premium Breast Strips. Right now, you can go to your local McDonald's and "try them free." With this new product is offered a variation of the "usual" sauces for the Chicken Nugget – a Chipotle Barbeque sauce is most commonly advertised. Another promotion was the "Campaign 55" where diners could buy a featured sandwich, like the Big Mac in April, for 55 cents when purchased with fries and a drink. This campaign wasn't as successful as the fast food giant found would have hoped.

### ***Promotion Strategies:***

McDonald's knows that some customers go to its stores to take a quick break from their day's activities and not because McDonald's made the food ten seconds faster than their competitors could. Therefore, McDonald's marketing executives then put together the phrase, "Have you had your break today?" They continued to develop this idea with "You deserve a break today," and now are in the "I'm Lovin' It!" mantra. "I'm Lovin' It!" doesn't seem to have as much punch as the earlier catch phrase, which still seems to be the favorite. McDonald's sees the use of these catch phrases and the

use of the Golden Arches as a very successful way of differentiating the restaurants from other fast food competitors. McDonald's has taken price competition out of the picture because the customer feels they have gotten quality, convenience, service, and value – and McDonald's still makes you feel like you are getting a break in your hectic day. Creating catch phrases are only one kind of promotion, and McDonald's uses many kinds of promotions to keep the restaurants at the top of the industry.

With the rise of health consciousness it has become more difficult McDonald's to compete because their reputation brands them as cheap food served fast. The firm's response to obesity claims against the organization and other unfavorable public sediment is to add healthier items to their menu and promote and offer health-conscious alternatives to the "would you like fries with that" legacy. In addition, McDonald's has modernized their advertisements, pamphlets, and website to include nutritional information and addressing diet restrictions. Breaking the unhealthy association is difficult on its own, but with media and movies such as "Supersize Me" adding to the fray,

McDonald's has had to look for alternative strategies to keep consumers happy.

Another promotional strategy McDonald's uses is the huge investment in sponsorship. This is also a central part of the image building process. Sponsorship of the 1998 football World Cup, the Premier League and the European Championships increases awareness of McDonald's brand. However, McDonald's still follows Ray Kroc's community beliefs today, supporting the Tidy Britain Group and the Groundwork Trust, as well as local community activities. McDonald's has become a known community partner with Ronald McDonald Houses across the nation for the use of families whose children are hospitalized and getting treatment far from home. This organization has created an image of partnership and community investment with these and other kinds of philanthropic activities. Determining which way to market McDonald's and its products is a very important decision that can either cause products to fail or take flight. These same decisions must be made in regards to the marketing of the company as a whole. Strategy is the name of this game.

### **In a Nutshell:**

McDonald's marketing mix is strategic because of the diverse approaches that are used. First, in identifying the "four P's" of marketing addressed earlier (product, price, promotion, and placement), research shows that McDonald's is very careful in making decisions that effect each area and/or how each area effects the other. McDonald's is concerned about how the firm will fulfill the needs and wants of its customers and in the activities associated with maintaining the relationships with its stakeholders. McDonald's stakeholders include customers, franchisees, suppliers, employees, and the local communities surrounding them.

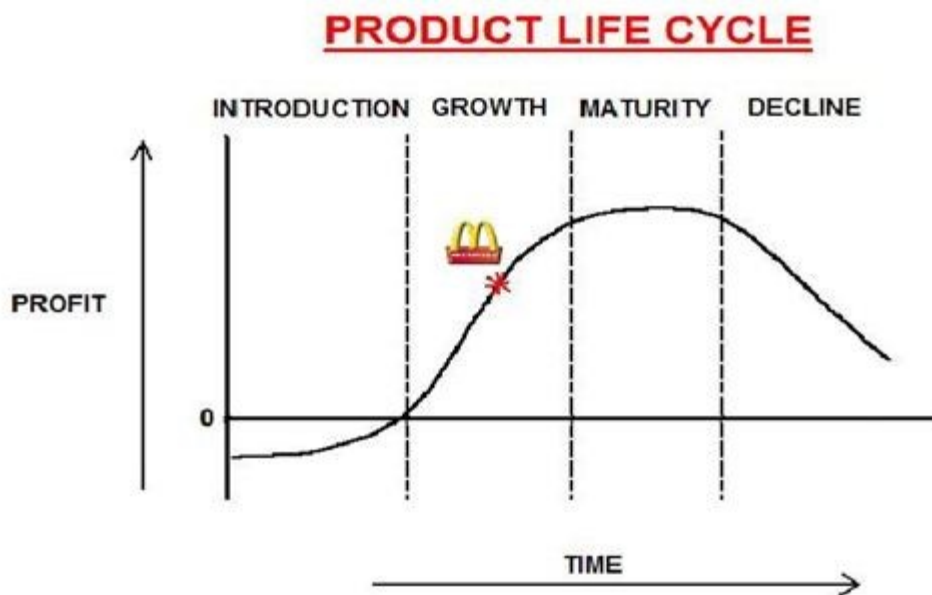
McDonald's has shown care for customers through the decisions to add more healthful foods to the menus, by changing how products are packaged or how foods are prepared, and by philanthropic contributions and sponsorships. The restaurant has developed competitive advantages in the industry of serving quality fast food at a low cost. In addition to these decisions, the development of the Golden Arches or Ronald McDonald has provided consumers with memorable icons that are associated with quality, service, and value, just like the McDonald brothers and Ray Kroc intended.

McDonald's faces some difficult challenges in moving away from the fast food king to a more health conscious provider for customers who care about what they eat. The keys to its future success will be maintaining its core strengths-an unwavering focus on quality and consistency-while carefully experimenting with new options. The company's environmental efforts, while important, should not overshadow its marketing initiatives. Though there are many opportunities for this fast food giant,

McDonald's must keep the strategic nature of its marketing efforts to stay on top and provide what customers want.

### **Importance of PLC in McDonalds :**

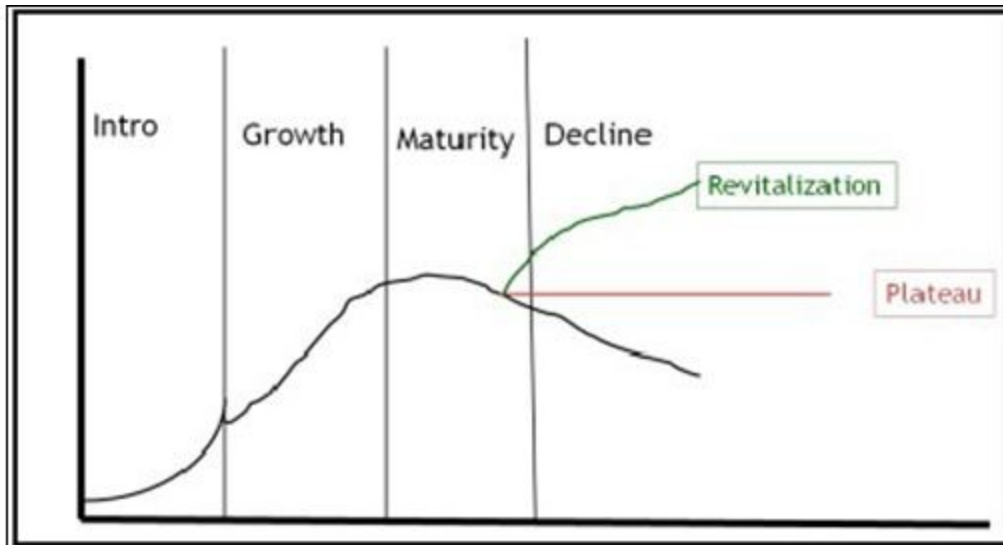
The requirements of customers change over time and thus the product offering has to be changed accordingly. What is the fashion today may be out of market within few weeks. Thus continuous innovation is required.



To counter these changes McDonalds has continuously introduced new products and has phased out the old ones which were at the decline stage of their PLC. The introduction is timed such that the new

product does not cannibalize the product already in the maturity or growth stage. Thus the secret lies in getting profits with different products in the different stages of the PLC.

**A perfect example of revitalizing a product in decline phase:**



The French Fries have been an important part of the McDonalds menu worldwide. But now it was in the stage of decline and was actually not generating proper return. In an attempt to revitalize it, a new variant was introduced namely Shake Shake Fries. This is being served with chatpata spice mix which has resulted in increase in the sales of French Fries and has elevated it from to the decline stage. This is used to delay the decline of a well established product which has the potential of generating further revenue.

### Chapter 3

#### Strategies and tactics for marketing mix

##### Define your marketing strategy

An effective marketing strategy will help you to define the overall direction and

goals for your marketing. Your strategy should articulate how you are going to deliver your products or services in ways that will satisfy your customers.

Once you have defined your customers or target market, you need to start developing and implementing tactics to reach them. The marketing mix will make up the tactical elements you will use to carry out your strategy and reach your target market.

##### Marketing mix tactics

Identify the tactical action steps which will turn your strategy into a reality in your marketing plan, using the guide below.

##### 1. Your product or service

What product or services are you going to offer? Discuss the branding, the packaging (where applicable), and ongoing product or

development. You should consider the features and benefits you offer, your unique selling points (What makes your product/service different from everyone else's) and what potential spin-off products of services might be.

## **2. The pricing of your product or service**

Price is a critical part of your marketing mix. Choosing the right price for your products or services will help you to maximise profits and also build strong relationships with your customers. By pricing effectively you will also avoid the serious financial consequences that can occur if you price too low (not enough profit) or too high (not enough sales).

## **3. Your position (place) in the marketplace**

Whether it's a retail store, online shop or on social media, 'place' refers to the channels and locations for distributing your product, related information and support services. This is how you will position your product in the marketplace, it's the location where a product can be purchased. Often referred to as the distribution channel, this can include any

physical store (e.g supermarket) as well as virtual stores (e.g eBay) online.

Being in the right location can be a deciding factor in whether a customer buys from you or not. To find out where your ideal customer is buying from it's worth doing some market research.

## **4. The promotion of your product of service**

How do you promote and market your business now (or intend to)? Regardless of how good your business is, if you don't promote it and tell people you exist, it's unlikely you will make many sales. Promotion is about attracting the right people to use and reuse your business. There are a number of techniques to use and they can be combined in various ways to create the most cost effective strategy for your needs. This can include online, branding, public relations and advertising.

## **5. The people in your business (e.g. salespeople, staff)**

If you have employees in your business, they can influence the marketing of your products and services. Knowledgeable and friendly staff can contribute to creating satisfied customers, and can provide the unique selling experience that an



organisation is often seeking. If an outstanding team provides a competitive advantage, then the quality of recruitment and training becomes essential to achieving your marketing objectives. Make sure you have processes and training in place to get the most out of your team.

### **6. The process represents the buying experience**

Process represents the buying experience the customer gets when they buy your product or service. For example, the way a fine bottle of wine is presented and served in a restaurant, the reaction of a business to a complaint or the speed of delivery in a fast food outlet. A poor process can undermine the other elements of the marketing mix. Budget airlines, for example, may offer very competitive headline prices, but if the final price is inflated by additional charges such as baggage charges and administrative fees, customers may begin to feel they have been taken advantage of.

Try to document your key processes and procedures so your staff and suppliers know what to aim for.

This should include:

- financial

- information technology.

### **7. The physical environment where the good/services are presented**

The physical environment where your products or services are sold and delivered can have a significant impact on how your customers' experience your business. The physical environment can be the quality of the furnishings in your consulting rooms, the design of your reception area or website.

Creating a positive physical environment doesn't have to be costly – a vase full of fresh flowers or a creative window display can make a big difference.

### **Suggestion**

According to the above information McDonalds had applied only the four p's of marketing management but it can apply all the 7 P's of marketing management to get even more profit fame and can even set up the no one position and can sustain the market even after the upcoming years .

### **Conclusion**

The company focuses on stocking the products its consumers want, as well as offering distinctive or exclusive ranges that can only be bought at McDonalds.

This, combined with its choice of strategies for placing and positioning the brand, has resulted in significant growth for the business.

By uniquely understanding and valuing consumers, it continues to grow within a difficult economic and competitive market. By constantly adapting and changing its marketing mix through a focus on consumers, it has effectively managed to stay ahead of the competition.

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