

McDonald's Marketing Structure and Human Resource Policies to gain Brand Loyalty

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ABSTRACT

This paper revolves around world's famous fast-food joint "McDonald's" and how it operates around the world. Proper research was conducted in order to understand the given organization's management style and Human Resource policies which help them in achieving organizational goals. This case represents how McDonald's pays a special attention to special attributes and values of various countries in which they start doing business in order to gain brand loyalty.

1. Introduction

The McDonald's Corporation, or simply McDonalds, is an American fast-food restaurant started by Richard and Maurice McDonald in San Bernardino, California, in 1940 as a temporary establishment. McDonald's is the world's largest restaurant in terms of revenue, but it didn't start that way. The McDonald's creators did not like the process followed which most chains carried out, which also give rise to chaos and long lines. They organized themselves in a manner that you can get warm, crisp and tasty food in under thirty secs. The phenomena gained momentum in the younger generation, and for the second time, food was delivered in paper bags, allowing for simple cleanliness and correct disposal. It had hamburgers, cheeseburgers, French fries, and Coca-Cola, unlike the modern McDonald's menu.

2. Growth and Development

McDonald's makes most of its money from retail locations rather than selling fast food. McDonald's knew early on that if they wanted to compete in a large game, they'd have to take a different approach. They began by purchasing property for the landlord and renting it to him, therefore generating rent and profit from fast food sales.

3. McDonald's Company Structure

McDonald's, like every other major corporation, has a functional architecture. What is the structure of performance now? The functions, divisions split on the basis of distinctive divisions headed the Chief Executive Officer of the division, therefore the functions are constructed on the basis of the role and structured in a hierarchical manner in the company according to the work structure. Normally, teaching methodologies function vertically, however McDonald's uses a horizontal approach rather than a vertical approach. This strategy offers several advantages over a more basic approach

to decision-making. This method is made more efficient and successful by the CEO of a certain department; another advantage of this technique is that employers feel freer and more independent.

4. Human Resource Management at McDonald's

McDonald's thinks that its workers are a key asset to the firm, hence all of the company's leaders are responsible for Human Resources. As a result, McDonald's has a separate Human Resources Department that plays a vital role in practically all of the company's fundamental tasks.

Mc Donald's is one of the largest family restaurant chains in the world. To curtail the best dining experience to its customers is their main motto. To achieve this motto, they have come up with many HR strategies. They ensure the best working environment to their employees so that they feel happy in their jobs and provide good service to their consumers.

RECRUITMENT AT MC DONALD'S:

People working at Mc Donald's work in the most diversified environment. One of the most important policies followed by Mc D is "Hire the Smile" policy. The idea behind this policy is that when they hire a new prospective member, they are hiring an optimistic, pleasant and cheerful approach in the brand. Their main motive is not just to hire optimistic people but to keep them happy throughout their journey in the organization.

5. Functions of Human Resource Department in McDonald's

- Policy Development
- Job Performance Review
- Job Structure (Restaurants)
- Job Structure (Office Structure)

- Hiring, Selection and Retention

6. Performance Appraisal and Evaluation

1. McDonald's does this procedure twice a year.
2. Officially established standards based on what employees are expected to perform.
3. That they are tested and tested again after 6 months.
4. If any of your work fails to meet the criteria, you will be given a report with suggestions for improvement.

7. Review of Literature

Mc Donald's is one of the most preferable food restaurant chains in the world. They have managed to hold this place by changing its policies according to the changes in the dynamic environment. They have also built their brand image by sponsoring social events like the world cup from 1994 and sponsor of league football England from 1996 till 2000.

The brand has also come up with different strategies like the differential cost and Porter competitive strategy. They establish the human resource strategy that is most suited according to the geographic structure.

About 63 percent of the outlets in US and Europe generate 74 percent of the profit. The strategies adopted by Mc Donald's are such that they exponentially build their business in the growing markets without compromising their business in their major dealing businesses.

Mc Donald's main target audience are children and they have significantly managed to create a brand loyalty among

them by introducing new strategies that curate to their wants like the happy meal option available to them, they have managed to become children's first go-to place.

8. Conclusion

McDonald's has evolved from humble origins to become one of the most well-known fast-food companies. McDonald's has evolved from two executives (the McDonald brothers) to a succession of CEOs with an appropriate organisational structure, command sequence, and mix of direct and horizontal operations. As a result, the brand could optimise techniques to better prepare its position, best among which is (S.W.O.T. analysis, that curates the brand systematically assess their threats, weaknesses, strengths, and opportunities so that they can gain larger market leadership if you understand and apply them correctly. McDonald's hiring policy applies to each restaurant that is in charge of recruitment. Restaurant advertising is one of the leasing techniques used. Aside from that, to publicise the recruiting process, McDonald's uses local employment centres, job fairs, and other local resources. With more than 60 employees in their twenties or younger, McDonald's is a first job for many young people. A well-conducted interview exposes the applicant's ability to be a successful McDonald's employee by using an interview guide that helps the employer foresee that the applicant's recent behaviour may have an impact on future performance. In a nutshell, a fact-based decision-making process is used, which looks at real-life events rather than allowing applicants to provide broad or theoretical responses. The highest-rated candidates are chosen once the responses have been graded.

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