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Assignment 3

Service Marketing Mix (7Ps) of McDonald's

McDonald's is one of the world's most recognisable quick-service restaurant brands, known for speed, consistency, and convenience. The 7Ps help explain how guests experience its service.

1. Product

McDonald's offers fast-food items such as burgers, fries, nuggets, breakfast meals, desserts, and beverages. Guests also experience standardisation—the Big Mac or Fries taste nearly the same in every outlet. Additional elements include kids' meals (Happy Meal), seasonal products (McFlurry flavours), and healthier options (salads, fruit, grilled items). McDonald's product strategy focuses on consistency, convenience, and quick preparation.

2. Price

McDonald's uses value pricing, which guests experience through:

- Value meals and combo deals
- Budget items like the McSaver menu
- Premium pricing for signature or limited-time burgers
- Psychological pricing (e.g., 299 instead of 300)

Customers perceive McDonald's as affordable and predictable, supported by price bundles that target families, students, and working professionals.

3. Place

Guests experience McDonald's through:

- Thousands of conveniently located outlets (malls, main roads, airports, petrol stations)
- Delivery platforms (McDelivery, Foodpanda)
- Drive-thru services
- Self-service kiosks in modern outlets
- 24/7 availability in many locations

The place strategy focuses on high accessibility, ensuring customers can reach the brand anytime, anywhere.

4. Promotion

Guests encounter McDonald's promotions through:

- Television and digital advertising ("I'm Lovin' It")
- Social media campaigns
- Seasonal promotions (Ramadan deals, holiday specials)
- Limited-time offers creating urgency
- Toys in Happy Meals targeting families and children
- Sponsorships and brand partnerships (Disney, sports events)

Promotions aim to build brand loyalty, emotional connection, and repeat visits.

5. People

Service staff at McDonald's include order-takers, cashiers, cooks, and delivery riders. Guests experience:

- Fast, polite interactions at the counter
- Standard greetings ("Welcome to McDonald's")
- Uniformed staff trained for quick service
- Clear escalation processes for complaints
- Delivery staff offering door-to-door convenience

The people strategy focuses on speed, efficiency, and friendliness.

6. Process

McDonald's processes ensure quick and consistent service. Guests experience:

- Self-ordering kiosks and counter ordering
- Queue management for fast order placement
- Open kitchen view in many outlets
- Efficient order assembly (assembly line method)
- Digital menus that update instantly
- Contactless payment options

Processes are designed to minimise waiting time and maintain food safety and consistency.

7. Physical Evidence

Physical evidence shapes customer perceptions and includes:

- Clean, brightly lit interiors
- Consistent red-and-yellow branding

- Distinctive aroma of fries and grilled food
- Display screens showing menus
- Branded packaging (cups, boxes, bags)
- Play areas in some outlets
- Modern décor in newly renovated branches

This creates a familiar, comfortable, and branded dining experience.

Two Areas for Improvement

1. People – Improving Staff Engagement & Service Quality

Current challenge:

Although McDonald's focuses on speed, service quality can vary across outlets. Guests may experience rushed interactions, lack of eye contact, or inconsistent friendliness, especially during peak hours.

Improvement suggestions:

- Introduce micro-training modules (5–10 minute digital sessions before shifts) to reinforce greeting standards, upselling techniques, and conflict management.
- Implement staff recognition programs (Employee of the Month, bonus vouchers) to motivate employees and reduce turnover.
- Increase staffing flexibility by using AI-driven scheduling tools to assign more workers during peak hours.
- Conduct mystery shopper audits monthly to measure service consistency and identify training gaps.

Expected benefits:

- Enhanced customer satisfaction

- More engaging and warm human interactions
 - Reduced customer complaints
 - Improved employee morale and retention
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2. Process – Reducing Wait Times & Improving Order Accuracy

Current challenge:

During busy times (Fridays, holidays), customers may experience longer queues, slow drive-thru service, and occasional wrong orders.

Improvement suggestions:

- AI-powered menu boards that recommend items based on time of day, weather, and customer preferences (already piloted in some countries).
- Separate lines for digital orders, reducing pressure on the regular counters.
- Automated fryers and burger stations to increase consistency and reduce human error.
- Improved kitchen display systems that clearly show special requests (no pickles, extra cheese).

Expected benefits:

- Shorter waiting times
 - Higher customer satisfaction
 - Improved order accuracy
 - Increased throughput (more customers served per hour)
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References (3–5)

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