

# McDonalds Restaurant

Past, Present, & Future



By: Daniel McKnight

Kevin Conrad

Max Grover

Samantha Vinciguerra

# McDonalds' Start

- 1940 - Richard and Maurice McDonald opened the Airdrome in Arcada, California.
  - moved to San Bernardino, California in 1940.



# What Happened Next

- 1954 Ray Kroc drove to San Bernadino, CA
- 1955 Kroc bought out the McDonald brothers
  - Saw as lazy and losing ambition

# What's New?

(First 25 years)

- 1954- Ray Kroc's trip to California
- 1959- 100<sup>th</sup> restaurant open
- 1961- Hamburger University Opens
- 1962- First indoor seating available
- 1965- Stocks were \$22.50 per share.
- 1968- McDonalds' goes International

# McDonald's Present

(next 25 years)

- 1968- Big Mac Introduced
- 1969- Golden Arches updated
- 1971- Ronald's new friends
  - Grimace, Mayor McCheese, and Captain crook
- 1975- First Breakfast Sandwich
- 1978- 5000<sup>th</sup> restaurant open
- 1980- 25<sup>th</sup> anniversary
- 1981- International growth
- 1995- New slogan " had your break today"
- 1996- Website launched.
- In 2005- celebrated 50 year anniversary.

# Advertising Themes

Two all beef patties special sauce lettuce cheese pickles onionsonsesame seed bun  
(1975)

Food, Folks, and Fun  
(1990)

Did Somebody Say McDonald's?  
(1997)

I'M LOVIN' IT  
(2003)

Have you Had your Break Today?  
(1995)

McDonald's and You  
(1983)

MCDONALD'S TODAY  
(1991)

We Love to See You  
Smile!  
(2000)

# Marketing in the past

---

- First Commercial

# 1986 Commercial

---

- [1986 Commercial](#)



# Recent Commercials

---

- [Recent McDonalds Commercial](#)

# Marketing & Advertising in the Present

- Tactics:
  - Mostly deal with children
  - Kids are the number one priority
  - Around 40% of McDonald's total advertising budget is directed at children.
- Dollar menu
- Non- pricing strategy
  - Coffee blend
  - Make their burgers more appealing

# Marketing Analyzed

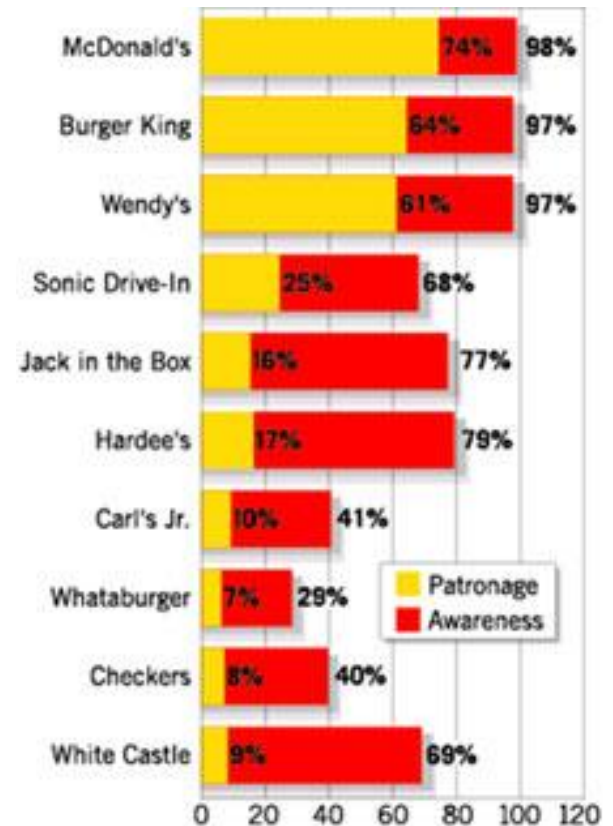
- McDonald's is the **leading global food service**
  - According to its 2006 Annual Report, retailer with
    - more than 30,000 local restaurants
    - Serves over 52 million people each day
      - in more than 100 countries
    - revenues were \$21.6 billion
      - up 16% from 2004.
    - spent almost \$2.5 million a day advertising in U.S.

# Marketing Analyzed Continued

- Operates more than 8,000 playgrounds around the United States
  - more than any other private American corporation and municipality
- 1998, 89% of children in the United States eight years of age or younger had visited a McDonald's at least once a month

# Fighting bad reviews

- McDonalds was the cause for larger obesity in children.
- What they did....
  - Salads
  - Diet sodas
  - Using substitutes
  - Going after the parents- know what your kid eats
  - Advertisement
  - Lead a more active lifestyle & making the right choices at McDonalds.



# For the Future (post 2009)

- They want to add:

- Double lane drive-thru
- Digital media kiosk
- Wi-Fi internet
- Open McCafe
- More hip advertisement



# Target market

- People on The Go
  - Quick
  - Convenient
- Families with children
  - Attractive for kids
  - Quick, not too fancy
  - Playgrounds
  - Treat for kids



# The P's

- Marketing has 4's
- McDonalds Marketing 5p's
  - Product
  - Price
  - Place
  - Promotion
  - \*People





# SWOT Analysis

<b>Strengths</b> Strong Brand Customer Intimacy Product Innovation Supplier Integration	<b>Weakness</b> Low Depth Health
<b>Opportunity</b> New Markets (café) New Products	<b>Threat</b> New customer Lifestyles Competitors (BK)

# Bibliogprahy

- "Company - history." *McSPOTLIGHT*. Web. 23 Nov. 2009.  
<[http://www.mcspotlight.org/company/company\\_history.html](http://www.mcspotlight.org/company/company_history.html)>.
- "McDonald's Marketing Focused On Children, New Report States." *Organic Consumers Association*. Web. 23 Nov. 2009.  
<[http://www.organicconsumers.org/articles/article\\_8876.cfm](http://www.organicconsumers.org/articles/article_8876.cfm)>.
- "FOXNews.com - McDonald's Future Includes Hipper Stores, New Menu Items - Business And Money | Business News | Financial News." *Breaking News | Latest News | Current News - FOXNews.com*. Web. 23 Nov. 2009.  
<<http://www.foxnews.com/story/0,2933,159551,00.html>>.