

International Strategy of a Multinational Corporation

Posted on September 20, 2019

Introduction

This study is based on the analysis of the multinational corporation's historical and current international strategies to determine how the organization maintained its position and competitive edge on an international basis. However, the reason behind this study is to analyze the international perspective of the organization and how the organization formulated strategies and achieved its goals. The present study is comprised of an understanding of the multinational corporation's strategies from both a historical perspective and a current perspective on formulating strategies on an international basis. Henceforth, it is essential to determine the firm's strategy, structure, and rivalry, referring to the fact that it provides competition to lead the business in the international business. The formulation and implementation of different strategies are highly considered in finding new ways to increase production through technological development and innovation. Related supporting industries determinate refer to the industries upstream and downstream to facilitate innovation in the industry using supporting and exchanging ideas. However, the present study is based on an analysis of the multinational corporation's historical and current international strategies, and the selected company for the study is McDonald's. The study evaluates how MacDonaldd, being a multinational corporation, works on its international strategies to compete in the market and what the consequences of the formulation of strategies are. It is also discussed in the study by cogent supporting argument regarding the evaluation of the Current Strategy.

Background

McDonald's is one of the leading multinational corporations working in the fast food industry. It is noted that McDonald's works with highly comparable efforts to compete in the market. McDonald's is the biggest food chain organization, and it has been working to formulate strategies to deliver the best quality taste to its consumers. For this reason, McDonald's focuses on strategy formulation instead of branding. They focused on the strategic perspective to create the best image in the food industry. It has been observed that McDonald's does not want to compromise on its unique culture; therefore, it maintains a keen focus on the strategic concern to gain a competitive advantage in the perspective of the international market.

McDonald's has maintained its economic competitiveness in the international industry by employing different strategies. These enable companies to work from an international perspective, which helps a

nation achieve a competitive advantage. However, a competitive advantage can be achieved by the act of innovation and technological advancement that enables a nation to achieve better economic conditions. The emergence of new technologies will support companies in working in a unique and better prospect to achieve economic competitiveness. In addition to this, it is essential to evaluate how MacDonald, being a multinational corporation, works on its international strategies in order to compete in the market.

About The Mcdonald

McDonald's is one of the largest and most eminent food chains in the United States and other diverse nations. In 1948, the two siblings, Maurice and Richard, began the primary McDonald's food chain in California, and in 1955, Ray Kroc, the businessperson, opened the principal McDonald's establishment in Des Plaines. In the long run, McDonald's was obtained in 1961. McDonald's Corporation has its headquarter in Oak Brook, Illinois (Jaramillo, 2018).

The Company has both claimed and diversified. Right around 90% of the restaurants on the planet are diversified. The franchisees practice their particular control in business and administration-related issues and, on the opposite side, exploit the International brand of the franchisor. There are around 37,241 McDonald's restaurants serving in 120 nations. McCafe, Express, and Stop are its backups. The products McDonald's offers include cheeseburgers, French fries, Nuggets, Egg muffins and some more.

McDonald's has picked up the biggest piece of the overall industry, and its image is celebrated everywhere throughout the world. According to 2017 money-related articulations, McDonald's earned a benefit of \$5.192 billion, which is 10.8% better than the 2016 year. The primary contenders of McDonald's are Subway, Starbucks, KFC Domino's, Burger Kings and numerous other fast food restaurants.

Why does McDonald's focus on segmentation rather than branding?

McDonald's always wants to stay competitive in the industry. Therefore, McDonald's mainly focuses on segmentation strategies rather than branding. This is because McDonald's emphasizes the segmentation process to attract consumers effectively and efficiently. It has made different strategies for the mothers, children, and youth. This will help McDonald's achieve high-prospect growth in the market. One of the main concerns of focusing on the segmentation strategies is that it is one of the most efficient techniques to increase business integrity. Also, branding is the traditional method used to achieve its goals. McDonald's has created its unique position in the mind of the consumer. However, it is only due to its unique and creative strategies formulation and implementation. Moreover, McDonald's focuses on cross-culture segmentation strategies. It helps McDonald's to think

about the cultural aspects, values, and norms of the people on an international basis. This is the reason for capturing the international market profoundly. In South Asia, people love to purchase McDonald's Special Salad as the main course because they think that salad is a healthy, nutritional food that is pretty good for health-conscious people. So, keeping a high concern on making healthy and nutritional salad helps them to retain their customers in South Asia. People out there order a salad as the main course and other items as the side order. This enables organizations like McDonald's to achieve their international perspective and competitive edge on the international level in an effective and efficient manner. However, in the cultural context of America, consumers love to purchase burgers as the main course; it is because, in America, the people love to purchase the McDonald Special Salad as the main as the side order; it is because they think that Salad is a healthy nutritional food that is pretty much good for the health conscious people. People out there order a salad as a side order. This enables McDonald's to achieve its international perspective and competitive edge on the international level in viable and profound aspects (Weregr, 2017).

Historical Perspective

McDonald's is the world's leading multinational corporation, and it is always centred on the best strategies and implications to achieve its unique position in the market, especially on the international level. However, it has been observed that McDonald's is highly concerned regarding the formulation, implementation, and evaluation of the strategies from an international perspective. It is for this reason that it helps McDonald's achieve an effective competitive edge. However, the main focus of McDonald's is to retain customers; however, from a historical perspective, it is observed that McDonald's is highly concerned about developing strategies to create its unique and imperative position in the market on an international level. In addition to this from the historical perspective, it is also analyses that the focus of McDonald's is on the cost-effective strategy, the main focus on this strategy is to become the number one brand worldwide. This courage of being highly comparative in the market enables McDonald's to formulate search strategies that keep them apart from others in the industry. However, it is noted that the main purpose of implementing search strategies is to deliver consumers the best quality food at an affordable price (Pecil, 2018).

Furthermore, from the initial basis, McDonald's wants to achieve its best goal from the perspective of international marketing. The focus of McDonald's is to boost its revenues and sales by keeping the proper focus on its strategies. However, from the perspective of international marketing, McDonald's' main focus is on product pricing, media planning, distribution channel sales strategy, and marketing research. The focus of the search strategy is to find ways to support customers in prospective countries. For McDonald's, all the stated activities are highly considered in the context of international marketing it is because that strategy will help McDonald's reach the point where they start thinking about the respective consumers in order to deliver them a taste and quality of food according to their need and want to, at this stage it is clear that from the initial basis, the main focus of McDonald is on making strategies that help them to deliver food at affordable prices as per to the consumers need. The proper implementation and evaluation of the strategies have helped McDonald's to create its

unique position in the international market, and this also helps it retain its consumers (Grill, 2014).

Current Strategies

In today's world, it is observed that McDonald's is the number 1 leading brand that working significantly to improve its services to retain its customers. McDonald's is famous for its successful advertisement and unique brand name. However, McDonald's focuses more on the segmentation side instead of creating a brand name. Thus, McDonald's does not focus on promoting brand names because the segmentation strategies enable them to create their position in the eye of the customer. Consumers like to visit McDonald's because of its clean environment and safe places for children to play. However, in the context of the international market, McDonald's' main focus is to achieve a competitive edge in the industry. Due to this reason, one of the strategies they follow is to train their employees on a professional basis to deliver the best services to the consumers (Jhan, 2018).

In this era of a highly competitive world, the marketing trend has changed, and people are becoming more conscious of their health. People want to pick up more healthy and nutritional food in their daily lives. Therefore, it is a major threat faced by McDonald's, and the higher authorities of McDonald's are worried about this major threat. In this regard, they have hired nutrition as the consultant who delivers suggestions regarding changing their food by making it healthy. However, keeping this in mind, McDonald's has become focused on formulating search strategies that help it achieve its potential growth in the market by providing healthy and nutritious food to its consumers. For this concern, they have started using segmentation and cross-cultural strategies in which they offer food to consumers that fulfil their demand for healthy food.

In addition to this, one of the strategies McDonald's has adopted is to reduce a major threat from local competitors in different countries. There have been some organizations working in the food industry. In this regard, it is important for McDonald's to formulate strategies with primary consumers. Due to this reason, McDonald's focuses on providing the best quality food to consumers at affordable prices. This strategy of keeping affordable prices helps McDonald's attract consumers, which will ultimately increase sales at McDonald's. Moreover, in order to not compete in the market, it is essential to focus on search strategies that help giant multinational corporations like McDonald's achieve this goal within a specific time frame.

In addition to this, it is noted that in the context of the international market. In this regard, McDonald's uses international marketing strategies effectively and efficiently. It is noted that the proper media planning strategy adopted by McDonald's is to create an advertisement based on the cultural values and norms of the country. To attract customers, McDonald's advertises in the language of the prospective country. For example, in India, they made their ads in Hindi. This is a helpful strategy to reach the customer by delivering them a message in their language.

Pricing strategy is additionally a type of advertising research that causes McDonald's to be an

available cutting-edge rivalry, and it values McDonald's aims. McDonald's knows that the moving expense to consume is low, and as the greatest brand in the fast food industry, it is always concerned about the product value of all its brand products to ensure that it has an edge over its rivals. Additionally, McDonald's Franchisor guarantees that all its franchisees in any place are concerned about Product Pricing and proper Marketing Activity, and furthermore, they guarantee adherence to its consumers about the delivery of the qualitative product (Sunderland, 2018).

Distribution strategy is another marketing action that is a part of the international marketing strategy that McDonald's has embraced. This marketing viewpoint manages the business part of the business activities using the most proficient method to help deals and expand income. This will incorporate presenting new assortments on the item, arrangements and offers on existing items and new items, rebates on items and complimentary gift giveaways on a few or every now and again cherished items.

Distribution channels are part of international marketing centres around the circulation channel, which concerns how the brand item can achieve its customer base. This, for the most part, incorporates physical area (Restaurant outlet), home conveyance mode, a site for menu choice and request taking and a versatile application that likewise functions as a site, however, all the more consoling for the customer. By concentrating on this advertising angle, McDonald's accomplishes the circulation objective of the firm and guarantees that it covers all perspectives by which the brand can achieve its focus on customers and how best they can discover more approaches to achieve a more extensive purchaser base (Davidson, 2018).

Marketing research strategy is an essential part of advertising and aids in getting pertinent data about the item for another market or existing business sector. McDonald's utilizes market research to think about the market for fast food pieces in the overall industry, contenders, and customer inclinations. McDonald's utilized this viewpoint viably before it propelled into the market of Australia and India, concentrating on the way of life, inclination and dietary pattern of the purchaser, and this made the opening in these two nations effective for McDonald's.

McDonald's is extremely fruitful as it esteems its Customers, and this consequently brings them great income. McDonald's has given two fundamental customer bolster, including customer input: the online criticism that is a piece of its site and the eatery whine box. These two highlights furnish the customer with a chance to compose back to McDonald's about any blemishes or shortages in regards to their item, and this influences the customer to feel unique, realizing that McDonald's administers to their criticisms. McDonald's consequently has a speedy examination of the dissensions and imperfections and thinks of a great reaction to their inquiries, guaranteeing the customer is fulfilled, and a similar thing does not occur once more.

Public Relations (PR) is a promoting subset that gives or spreads the organization's data and the Brand name through an emphatically oversaw correspondence channel with its partner. PR tries to drive and keep up the positive notoriety of the brand through compelling PR techniques and devices. PR methodology is free or has low promoting costs related to it contrasted with the gigantic cost

related to coordinating Marketing and commercials. The primary devices for a compelling PR system are the following:

Primary PR apparatuses for an effective PR strategy begin with media relations, which incorporate positive brand names and messages through media channels and new media proclamations. This incorporates working intimately with legitimate and perceived columnists and media delegates to pass on the positive message and criticism identified with the brand to the gatherings of people.

McDonald utilized this instrument viably when it propelled another Salad titled “Moving Energy” where it went by a public interview of a well-known news media representatives and endorser who talked about the plate of mixed greens. This gave McDonald’s a lift on the plates of mixed greens notoriety and a greater customer base for a similar item.

Advertorials: This is a segment in the global or nearby daily paper that highlights a narration by McDonald, which draws in perusers and guarantees the brand connects more customers through motivating stories of McDonald and guaranteeing they are faithful and genuine partners of the brand. This will likewise incorporate an audit of the brand in the surveys area of the daily paper and realize a positive brand name and mindfulness. McDonald’s, in its prior days, utilized this to portray its examples of overcoming adversity to its partner, and this got a great deal of acclaim and name for McDonald’s mark. This is free PR showcasing as the media love to portray the stories of achievements of individuals, offering more daily papers and brands like McDonald’s, which get greater preference (Breheny, 2018).

Social Media: This PR showcase utilizes popular online networking destinations like Facebook, Twitter, and Basic. The benefit of these stages is that the Brand proprietor (Franchisor) sidesteps the media and keeps up immediate contact with the end customer or partner of the brand. McDonald’s keeps up a high, unmistakable nearness on Facebook and Twitter, where they communicate straightforwardly with the customer, and this gives them a chance to pick up bits of knowledge of the brand, including questions and inquiries. McDonald’s pushes the most recent menus, feasts, arrangements, and offers in their social locales, and this gives them a more extensive customer base and a positive brand picture.

Special Events: This PR strategy involves a greater amount of physical contact with the customers, where the organization shows the brand straight to the customer, and they get an opportunity to see it and taste it at McDonald’s. For McDonald’s, this technique worked exceptionally well, particularly when they presented the “Throughout the Day breakfast” They facilitated an Intriguing occasion which exhibited their new breakfast dinner as well as gave away various free breakfasts to every one of the customers that went to the occasion. This was an awesome technique adopted by McDonald’s, as the customer had breakfast for nothing and picked up trust in the item, and they will now be faithful to the organization. Such occasions likewise give the organization a chance to address its crowds and ensure all questions are cleared, and the certainty of the organization gets greater. The organization additionally gets a pioneer or trailblazer appearance according to its gathering of people.

Conclusion

This study is based on the evaluation of the Multinational Corporation's Historical and Current International Strategies to discover how the association kept up their position and aggressive edge on the universal premise. In any case, the purpose of this investigation is to dissect the worldwide point of view of the association and how the association details techniques and accomplishes its objective. The present examination involves the comprehension of the multinational enterprise's systems from both a verifiable viewpoint and a current point of view of detailing methodologies on the global premise. From this time forward, it is basic to decide the company's system, structure, and contention, alluding to the way that gives an opposition to lead the business on the global level. The definition and usage of various procedures are exceedingly impressive in discovering better approaches to mechanical advancement and development to build the creation. Related supporting businesses determine and allude to the enterprises upstream and downstream to encourage development in the business through methods of supporting and trading thoughts. Be that as it may, the present investigation depends on the examination of the Multinational Corporation's Historical and Current International Strategies, and the chosen organization for the examination is Macdonald. However, it is assessed in the examination how MacDonald, being a multinational enterprise, deals with its global techniques so as to contend in the market and what the outcomes toward the definition of systems and it is additionally talked about in the investigation based on apt supporting contention in regards to the assessment of the Current Strategy.

Recommended Strategies

It is recommended that McDonald's use its strengths to make opportunities available. McDonald's has an entrenched brand name, picture, notoriety, and customer trust in its items, which can be seen by the number that has made it the main brand. By utilizing this quality, McDonald's can benefit from the opportunity of putting resources into more nations that have higher class or standard individuals that affection Fast Food with the goal that it can build its essence further and acquire income.

It is recommended that McDonald's use its strengths to reduce risk. Besides this, the Research and development of McDonald's is extremely understanding and fully informed regarding the statistical surveying. They can concentrate more on more advantageous and dietary supper to expel the danger that is confronting a chicer and more advantageous period of individuals.

It is recommended that McDonald's reduce its weaknesses to diminish risk because McDonald's is children, and the principal bargains are altogether centred around children, which is a decent advancement yet since now the adolescent populace is expanding than at any other time in recent memory and contenders are for the most part concentrating on youth and moderately aged populace gathering, McDonald needs an adjustment in this with the goal that they can do both spotlights on the children, youth and middle age population to increase its growth.

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