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strategy selection

**Background**

As noted in the previous paper, McDonald's is a global food retail brand experiencing unprecedented market decline following various dynamics including public health awareness, intense competition, and disruptive technology among others (McDonald & Rogers, 2017). Such a scenario necessitates a comprehensive exploration of the company’s strategic options. For now, it serves to state that the company’s vision and mission are the primary tools that should guide its next moves. This is to imply that the strategic objectives and strategy alternatives must be in perfect synchrony with McDonalds’ vision and mission. On that note, this essay presents a brief discussion of the objectives and alternatives available to McDonald in the face of the highly equivocal international business setting.

**Strategic Objectives**

Before delving deep into this matter, it appears wise to explore McDonalds’ mission and vision statement. The company envisions the most preferred quick service restaurant. Such a journey necessitates impeccable quality value and service. For that reason, the company’s mission is to be its clientele’s favorite dining joint (Roberto, Agnew, & Brownell, 2009). This mission mandates the organization to uphold its commitments to customer experience augmentation. In that regard, the following list includes the company’s strategic objectives:

1. Prioritize the customer experience at the core of all organizational operations. At this point, the reader is urged to reflect on the company’s customer-centric mission and vision. Obviously, such a goal remains unattainable if the consumer needs are unaddressed. At the moment, the company is experiencing a decline in customer ratings following the highly publicized 21st-century health-conscious consumerism (Roberto, Agnew, & Brownell, 2009). The fact that the company has failed to meet this emergent need is quite alarming. Such a bold supposition is grounded on the fact that its vision and mission statements prioritize customer experience. Perhaps, such a deviation from the organization’s course is the key factor behind the unprecedented market decline.

2. Strengthen commitment to the human resource. It goes without saying that human resource is highly significant in the progression of a company, especially in the service sector. Such is often the case as unsatisfied employees negatively impact the organization’s service quality (Roberto, Agnew, & Brownell, 2009). As far as this argument is concerned, the emphasis is placed on the recent public outcry regarding the declining hygiene levels in some McDonald outlets. The exposé by an employee at its LaPlace, Louisiana eatery affirmed the customers’ claims (Chew, 2017). Most importantly, it demonstrated the faulty relationship between the organization and its employees. Perhaps, the employees do not bother to maintain hygienic standards due to their peanut compensation: McDonald’s low-price strategy necessitates low production costs, which might translate to below average employee salaries. On this note, increased commitment to its employees might just be the appropriate solution.

3. Invest in Corporate Social Responsibility (CSR). CSR is becoming an increasingly crucial aspect of the modern business setting. In the wake of the current global warming trends, corporate entities are expected to assume their responsibilities in society (Roberto, Agnew, & Brownell, 2009). Such a responsibility revolves around the enhancement of social welfare for both the current and future generations. When placed into perspective, such a goal is in line with its customer-centric course. Unfortunately, the company has failed in this matter since its diet contradicts the society’s need for a healthy population. This factor depicts McDonald's as an irresponsible corporate citizen; thus, damaging its market appeal. When viewed from this point, it is evident that CSR is a potential solution to McDonalds declining clientele.

**Strategy Alternatives**

It is important to understand that any strategy recommendation must be designed for a distinct, yet concise goal. As far as the McDonalds issue is concerned, the options provided in this section are based on the preceding strategic objectives.

1. Explore organic cuisine options. This strategy will allow the company to manage or even, lead the current consumerism transformations. Such an argument follows the conventional belief that true leaders are the ones that can effectively utilize change to attain growth (Roberto, Agnew, & Brownell, 2009). Clearly, the customers' preference for healthy food options is not bad: the company only needs to serve the emergent needs.

2. Increase employee benefits. First of all, it appears wise to acknowledge that this task is inherently challenging given the fact that an increase in employee compensation will eventually contradict the company's low-price competition strategy. Nevertheless, successful implementation of this strategy would help alleviate employee incompetence, the leading cause of poor hygiene in the workplace setting (Roberto, Agnew, & Brownell, 2009).

3. Invest in eco-friendly production solutions. Here, the intense emphasis is placed on production processes such as cooking, serving, and packaging. McDonald’s should ensure to invest in the most organic products during the preparation of its foods (Roberto, Agnew, & Brownell, 2009). Such an approach will restore its status with respect to Corporate Social Responsibility.

**Conclusion**

McDonald's has a daunting challenge ahead. The company’s growth has been stagnated by resolvable misalignments between its operations and its overall purpose. An in-depth understanding of the value of key dynamics such as CSR, human resource and customer experience allows an organization to maneuver the transformative business arena. Investment in the mentioned factors will prove instrumental in reinstating the company’s public image. Such a progressive goal can only be attained if the company’s management successfully streamlines its production and service provision processes to optimize the customer experience. Immense caution should be taken when implementing the technical aspects of the recommended strategies. The implementations should not overlap the organizational vision and mission.

Reference

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