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Marketing mix of McDonald's

This is a detailed analysis of the marketing mix of McDonald's.

It explores the 7Ps (Product, Price, Place, Promotion, Process, People and Physical environment) of McDonald's and explains its business & marketing strategies.

McDonald's a fast food restaurant, was founded in USA in 1940.

Products of McDonald's

McDonald's is one of the world's leading fast food restaurants. It primarily sells breakfast, fries, Burgers & chicken, sandwiches, snacks & sides, dessert & shakes, salads and drinks.

It provides customers with a variety of options.

Prices and Pricing strategies of McDonald's

Companies use a wide range of pricing techniques to sell their products.

Value Pricing, going rate, cost plus pricing, price discrimination, and loss leader are some of the popular pricing techniques.

Place / Distribution channels of McDonald's

Place refers to distribution. Distribution strategies are the ways in which a company gets its products to its customers.

It's have different distributions strategies in different countries. It's have home delivery in some countries.

Many of ~~the~~ it's open 24 hour a day.

Promotion Strategies of McDonald's

It's advertisement are the most notable among it's promotion tactics. The restaurant uses television, newspapers, magazines, the Internet and other media outlets to communicate with its customers.