UNIVERSITI TEKNOLOGI MARA

COMPANY ANALYSIS

MCDONALD'S PRECINT 2, PUTRAJAYA FRANCHISE

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

PROGRAMME : HS243
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We humbly dedicate this case study to used as a benchmark for education, research, and/or planning. Hence, the contents of this study should be able to provide data for future researchers and studies in the area covered

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1. INTRODUCTION

1.1 Background Of The Study

This study focuses on the management strategy and technology use in a fast-food restaurant which has experienced prosperous growth over the last three decades. McDonalds is a one of a famous and establish fast-food restaurant in Malaysia. To maintain it the company uses advance technology in a number of ways. In fact, without the technology, McDonald's would not be able to operate as it does today. From taking orders to completing the orders everything involves a computer. A network system is used to take the order which is then sent in the back also through the system in order for the food to be cooked.

1.2 Problem Statement

In fast-food operations, the term "fast" refers to "quickservice." The customers coming to a fast-food restaurant do not expect to wait for a long time to receive the food service. The waiting time for customers to receive the food service becomes one of the key quality characteristics in a fast-food restaurant. Restaurants would avoid losing their customers due to a long wait on the line. However, waiting lines always exist in a fast-food restaurant during peak hours. There are plenty of complaints base on our interview on customer of McDonald Putrajaya Precint 2 branch. Majority of them appointed that the counter queue sometimes can be too long and slow.

1.3 Purpose Of The Study

This study is to identify the effectiveness of strategy and technology use in McDonalds in serving customers especially during peak hours to avoid long wait and long queue on the line. This study also can suggest the better system that the restaurant should apply in order to be more efficient in terms of reduced customers' waiting time

2. COMPANY INFORMATION

2.1   Background

McDonald's is an American fast food company, founded in 1940 as a restaurant operated by Richard and Maurice McDonald, in San Bernardino, California, United States. They rechristened their business as a hamburger stand. In 1954, Ray Kroc, a seller of Prince Castle brand Multimixer milkshake machines, learned that the McDonald brothers were using eight of his machines in their San Bernardino restaurant. He was joined by good friend Charles Lewis who had suggested to Kroc several improvements to the McDonald's burger recipe. Ray Kroc joined the chain and built it into an eventually global franchise, making it the most successful fast food corporation in the world. Today, McDonald's is the world's largest restaurant chain by revenue, serving over 69 million customers daily in over 100 countries across approximately 36,900 outlets. The McDonald's Corporation revenues come from the rent, royalties, and fees paid by the franchisees, as well as sales in company-operated restaurants.

This largest global fast food chained arrived in Malaysia 40 years later in December 1980. McDonald Corp. gave their license to Golden Arches Sdn Bhd to open McDonald's Restaurant in Malaysia. Tan Sri Vincent Tan Chee Yioun was responsible for bringing the McDonald's franchise business into Malaysia. The pioneer McDonald's restaurant began operations in Jalan Bukit Bintang in Kuala Lumpur in 1982. By 2020, McDonald's Malaysia plans to have 500 restaurants, and make projections will serve more than 13.5 million customers every month! McDonalds Malaysia is also currently holds 42 percent market Quick Service Restaurants (QSR) in Malaysia, compared to fast food service restaurants such as Kentucky Fried Chicken (KFC), Burger King, A & W, Pizza Hut, Dominos Pizza and many others

2.2   Organizational Structure

This franchise is located at No. 39, Jalan P2N, Precint 2, Putrajaya next to Seri Wawasan Bridge. Mcdonalds' Putrajaya officially operation on 1st August 2016. This fast-food restaurants have a built-up area of 30,000 sqft.