



**A STUDY ON**  
**CULTURE: SYSTEM BRINGS TO CULTURE**  
**STANDARDIZATION IN McDonald's**

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**APRIL 2011**

## **DECLARATION OF ORIGINAL WORK**



### **BBA (H) INTERNATIONAL BUSINESS FACULTY OF BUSINESS MANAGEMENT UNIVERSITY TEKNOLOGI MARA 'DECLARATION OF ORIGINAL WORK'**

I, NOORAFIFFA BINTI ABU SAMAH, (I/C NUMBER 871010-08-5962)

Hereby, declare that:

- This work is not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degree.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature:

Date: APRIL 2011

## LETTER OF SUBMISSION

Faculty of Business Management  
Universiti Teknologi MARA Shah Alam  
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November 2010

The Head of Program

Bachelor of Business Administration (Hons) International Business  
Faculty of Business Management  
Universiti Teknologi MARA Shah Alam  
40450 Shah Alam  
Selangor Darul Ehsan

Dear Sir/Madam,

Attached is the project title **“A STUDY ON CULTURE: SUSTEM BRINGS TO CULTURE STANDARDIZATION IN McDonald’s”** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours Sincerely,

NOORAFIFFA BINTI ABU SAMAH

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Bachelor of Business Administration (Hons) International Business

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## ABSTRACT

McDonald's first come to Malaysia in the year of 1980. McDonald's corporation USA gave Golden Arches Restaurants Sdn. Bhd the license to operate McDonald's restaurants in Malaysia. As they are become growth industry, they comes with one simple systems as a guide for the workers to do a task. This research paper is the study about how the systems provided by McDonald's have been creating the new standard culture for this giant firm. From this system there is an impact of the creation of the new standard culture in the McDonald's. This standard culture can be seen from their way on customer service, the job positioning and the workplace itself. This study was conducted in area of Shah Alam which consists of 80 respondents that choose randomly from the three stores of McDonald's. From the findings, it was found that the variables have a strong relationship with culture standardization. This research also provided several suggestions that can be improved by McDonald's to increase the quality of services