



اَوْنُوْرْسِيْتِي تِكْنُوْلُوْجِي مَآرَا  
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**FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES  
DIPLOMA IN PUBLIC ADMINISTRATION (AM110)**

**ENT300 - FUNDAMENTALS OF ENTREPRENEURSHIP**

**NAME OF COMPANY: MCDONALD'S  
TYPE OF BUSINESS: FOODS INDUSTRY**

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## **1.0 INTRODUCTION**

### **1.1 Background of the Study**

- McDonald's Restaurant started its business on 1940 in San Bernardino, California, United States.
- McDonald's Restaurant have been founded by Richard and Maurice McDonald.
- McDonald's has been serving over 69 million customers daily, in over 100 countries including Malaysia.
- McDonald's Restaurant started its business and operation in Malaysia on April 1982, at Jalan Bukit Bintang, Kuala Lumpur.
- In this segment, we study about among the biggest food chains industry in the whole world, which is McDonald's Restaurant, which located at Matang Jaya, Kuching.
- In this case study, we have been asked to conducting a research in McDonald's Matang Jaya by the lecturer, and been held interview session with its General Manager, which is Cik Rosalinda, who have been worked there for 3 years.

### **1.2 Purpose of the Case Study**

- The purpose of our study is to know how this big franchise works, and the organizational plan from the main head-quarters in United States of America.
- Not just that, our purpose of this study is to know better the management, marketing strategy, and financial revenue or lost faced by the company or organizational.
- In an addition, by conducting this study, we will be able to plan and guide us to make our own company or organization in business industry.

## 2.0 COMPANY INFORMATION

### 2.1 Company Background

- Company name: McDonald's ( franchise of Matang Jaya City, Kuching)
- McDonald's of Matang Jaya City has been operated about 5 years, and start it business in 2014. It is located at a very strategic place, where it is surrounded by residence. So, it can be considered as an advantages for them as the peoples of Matang Jaya will not go to other franchise which far away in the main city.

### 2.2 Organizational Structure



As the information of their organizational chart is private, Cik Rosalinda can only provide us the position of the employees, which is basic career stage of McDonald's organizational chart that are be the same in every franchise.

### **2.3 Business Model**

Business model best describe as a strategic plan for the successful operation of a business with knowing a sources of revenue along with the intended customer base, products, and details of financing.

- 1) McDonald's is famous for its value approach in terms food and the constant quality that is served quickly and consistently across the globe.
  - a) As we can see here in Matang Jaya McDonald's, most of the customers are satisfied with a service that provided by McDonald's.
- 2) The main customer target segments are families, youngsters, the elderly and business people. That's why McDonald's making a highest profit among other fast food restaurant.
  - a) Most common customers that located near McDonald's Matang Jaya who are prefer to have their lunch or dinner are mostly teenagers and families.
- 3) McDonald's main strategic partners and plan are its franchise holders.
  - a) According to the statistic at year end 2013, more than 80% of McDonald's restaurants were franchised and together with its suppliers the company's model is based on a three-legged stool which are suppliers, franchisees and McDonald's. Each leg must thrive for the business to be profitable.

### **2.4 Product / Services**

- McDonald's provides services in terms of foods and beverages, including sweets. As we know, McDonald's is focusing in selling varieties of burgers, which make their burgers taste better from the streets burgers. Not just that, the burgers also can be purchase in set, which will come along with french fries and Pepsi.

### **2.5 Marketing Strategy**

- Every month, McDonald introducing new menus for all variety of customer. For example, Burger Nasi Lemak, Korean Burger and Prosperity.
- This menu is one of the strategy for McDonald attract their customers because none of the other fast food business doing this kind of menus.