UNIVERSITI TEKNOLOGI MARA

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COMPANY ANALYSIS

McDonald's@Puncak Alam

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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1.0 INTRODUCTION

1.1 Background of Study

This study focuses on fast-food industry, namely McDonald's. McDonald's@Puncak Alam is selected as a case study because it have high demand among UiTM student, Puncak Alam Community. McDonald's@Puncak Alam provides a variety of meal selection and promotion such as hamburgers and sandwiches, chicken and fish, snacks and sides, beverages, desserts and shakes, breakfast/All-day breakfast and McCafé. In order to maintain customer loyalty, McDonald's@Puncak Alam must focus on the fact that there is an ever-changing market and that the wants and needs of consumers are constantly changing

1.2 Problem Statement

Technology in fast-food industry is supposed to help our lives whisk by with ease, but apparently when it comes to fast food drive-thru service, things are actually slowing down especially during busy periods. Besides, McDonald's generally has a reputation for unhealthy food, while consumer tastes in the Malaysia continue to drift towards healthier options. People of higher educational background are on average less likely to eat healthier foods. For example, UiTM students with healthier lifestyles may be more efficient in acquiring knowledge so they tend to perform well in their education. McDonald's should have some innovation in their marketing strategy.

1.3 Purpose of Study

This study aims to identify the problems and challenges faced by the McDonald's@Puncak Alam and to identify the potentials and suggestions that can be applied in McDonald's@Puncak Alam new marketing strategy as it will help in promoting the business and enhancing the product and services provided in stages because the business has potential of its own.

2.0 COMPANY INFORMATION

2.1 Background

McDonald's@Puncak Alam was launched in 2010, its strategic location that near to the UiTM Puncak Alam and Puncak Alam residential area has made the business hit the sales. McDonald's@Puncak Alam is located along the Jalan Bukit Cherakah and it easier to find with However, with the variety of competitor such as KFC, Domino's Pizza and Pizza Hut, who offers variety options, cheaper price and fast service, McDonald's@Puncak Alam seems to strengthen their marketing strategy in order to maintain their customer.

2.2 Organizational Structure

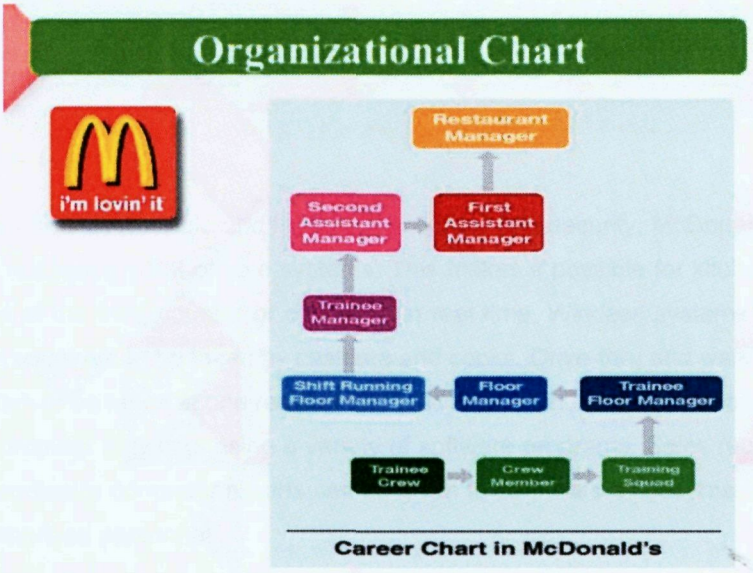

Figure 2.1: McDonald's Organizational Structure

Sources: McDonald's Website

2.3 Product and services

McDonald's@Puncak Alam provides mainly food and beverage products. This element of the marketing mix covers the various organizational outputs (goods and services) that a company provides to its target customers. McDonald's@Puncak Alam product mix has the following main product lines:

1) Hamburgers and sandwiches
2) Chicken and fish
3) Salads
4) Snacks and sides
5) Beverages
6) Desserts and shakes
7) Breakfast/All-day breakfast
8) McCafé

2.4 Technology

To make quick service possible and to ensure accuracy and security, McDonald's@Puncak Alam has incorporated hospitality point of sale systems. This makes it possible for kitchen crew people to view orders placed at the front counter or drive-thru in real time. Wireless systems allow orders placed at drive-through speakers to be taken by cashiers and cooks. Drive-thru and walk through configurations will allow orders to be taken at one register and paid at another. The modern point of sale systems can operate on computer networks using a variety of software programs. Sales records can be generated and remote access to computer reports can be given to corporate offices, managers, troubleshooters, and other authorized personnel.

Foodservice chains partner with food equipment manufacturers to design highly specialized restaurant equipment, often incorporating heat sensors, timers, and other electronic controls into the design. Collaborative design techniques, such as rapid visualization and computer-aided design of restaurant kitchens are now being used to establish equipment specifications that are consistent with restaurant operating and merchandising requirements.