

McDonald's Corporation - 2015 (MCD)

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Abstract

McDonald's Corporation, 2015 is aiming to enlighten the "Experience of the Future" for consumers, with a special focus on the 'younger' generation. Beginning in 2015 and moving forward, McDonald's has operationalized the functions of its strategy to better serve consumers with such offerings as trial-testing a build-your-burger strategy with the order being served at the table, known as the "Create Your Taste" program. The restaurant chain has introduced the all-day breakfast menu and 'McPick 2' for \$5.00. Additionally, the company has engaged consumers by way of social media and is interested in having a smartphone application in-use. Other roll-outs include processing transactions by way of mobile-payment with such channels as 'Google Wallet, Softcard and Apple Pay.' The fast-food giant continues to test a variety of strategies at select locations aimed at increasing shareholder value as a result of both introducing and modifying the point-of-sale services and food & beverage offerings¹.

Keywords: McDonald, Corporation, Company.

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