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General Facts about India

Population: 1,210,193,422 people
National languages: Hindi & English

Religions :

- Hinduism (82%)
- Islam (12%)
- Christianity (2,5%)
- Sikhism (2%)
- Buddhism (0,7%)
- Jainism (0,5%)
- Zoroastrianism (0,01%)
- Judaism (0,0005%)

McDonald's- Business Strategy in India

McDonald: The company

Created in 1940
By Richard and Maurice McDonald

- Present in 119 countries
- Serve 38 million customers per day
- ca. 34,000 selling points world wide
- 1,8 million employees
- 80% franchises

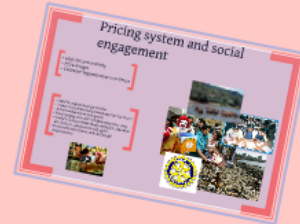
• Revenue: US \$ 27.006 billion (2011)



McDonalds in India: Strategy



Pricing system and social engagement



Trends

- Higher Incomes
- Urbanization
- More food variety
- Also Fast-Food



Traditional Indian Food

- Vegetarian
- Non-beef
- Non pork
- Very regional food traditions
- Home-cookers
- Fresh
- Healthy
- Cheap

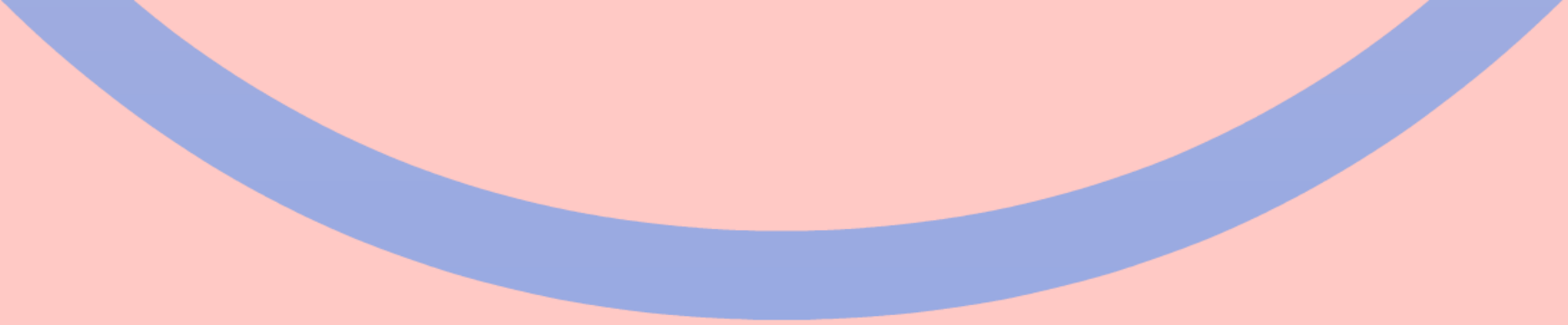


Marketing Strategy

- Focus on family values: family restaurant
- Focus on the importance children have in the indian society
- Attract teenagers
- "Music Meal" in association with Coca Cola India and Universal Music India
- Create lounges for senior people to relax
- Introduction of home delivery services

To Remember:

- Price: segmentation of the customer
- Product: high adaptation
- Place: Big cities
- Promotion: adapt to local culture and values



McDonald's- Business Strategy in India

Business Solutions

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