# Mcdonald' s business strategy pdf

Successful businesses come from creative strategies and the hard work of owners and managers. While businesses operate in different industries or competitive markets, there are certain principles for setting up a successful business. These principles are used to develop strategies whose goals and directions are the goals and directions of leaders to achieve the best possible results from their efforts. Five business strategies for successful businesses are business plan, financing, filling the niche market, developing a specific market strategy, and creating a dominant corporate culture. A business plan is a road map that a business follows early in its life. This road map helps leaders understand where the boundaries and limitations of operations are and what their goals are to grow their business. Business plans also help owners and managers get start-up financing or loans to operate, as these start-ups have little or no financial history. Businesses need to understand how they will finance their operations and where they will come from for future operations or expansions. Proper financing of business operations is essential for companies, as fixed cash payments can seriously damage the company's cash flow. If companies use equity to finance their operations, too many outstanding shares reduce the value of company shares, creating little or no value for outside investors. Developing a strong financial plan is essential for business to succeed in the business market. In free market economies, such as the U.S. economy, companies need to find a consumer niche that is not currently filled by other companies. The niche market may be small at first, but can grow depending on the success of the company by filling the niche. Niche markets can also be something as simple as re-creating an existing product or finding a new feature for an already popular consumer good. Doing market forecasting can help companies learn where niche markets are and how to meet those niches. Because each segment of the free market is different, companies need to develop comprehensive business strategies that help them succeed in their segment. Companies need to understand Porter's five business powers: supplier performance, substation threats, consumer energy, barriers to entry and business rivalry. Michael Porter, a professor of economics at Harvard, created these forces, as framework companies need to follow to maximize their profits. Companies should analyse these market forces in their business sector or segment and see if they can develop strong operations that result in a reduction in the level of the An important feature of successful businesses is corporate culture. Corporate cultures mostly come from the owner or business directors; they are able to translate their ideas into managers and employees, creating a sense of ownership of workers and a willingness to succeed in their duties. Owners can promote their culture using positive reinforcement, performance bonuses, and team building activities to support employee loyalty opinions expressed by contractor contributors on their own. When it comes to business strategy, the point is that it's better to have one or other. But how do you go about planning the best strategy for your business? And planning everything you need? Or is there more to the process than simply planning your strategy? To answer these questions, and more, I recently spoke with Michael Canic, the president of Edge Consulting Services, which provides strategic services that help managers succeed in focus, alignment, engagement and implementation. Canic has also currently written a book on relentless consistency: Aligning the organization with win... or Else! I knew that Canic could give some insight and tactics into effective strategic planning for small businesses. Patty Vogan: One of the leading many tasks is to have a strategic plan for the company. Will the strategic plan pay lasting attention to the manager, management and company employees? Michael Canic: In fact, the strategic plan doesn't produce lasting focus for anyone. What typically happens is that well-meaning leaders go off-site for their annual strategic planning retreat. They plaster the walls with flip chart notes and discuss lengthy big picture issues like mission and vision. When it's over, everyone breathes a sigh of relief and returns to the real work that's piled up back in the office. The strategic plan is documented and distributed, then sits on a shelf and collects dust. Vogan: So why aren't strategic plans becoming a strategic reality? Canic: Because strategic planning is all about creating a plan. The plans don't make themselves real. the strategy should be approached as a process during implementation. That is why we have created the four-phase strategic management process, to focus on making the strategy come true. Vogan: I like the idea of strategic management, because it enacts the strategic plan. What are the four phases of your plan, and why are they important? Canic: The four phases are evaluation, positioning, planning and implementation. They're so important because ignoring a phase can lead to disaster. Failure to make a thorough assessment may mean making decisions based on erroneous assumptions. Failure to establish the positioning of a company can result in plans that focus on bad things. If you don't plan it, it leaves the destination, but not the schedule. And if you don't, it means your efforts at everything else will be wasted. Vogan: What do you think of each section and explain some examples. Canic: The first stage is the evaluation phase. The key here is that leaders must be willing to attack their assumptions to defeat their egos, to cope with reality, warts and everything. So you start with an issue on which the answer a comprehensive response: Our current situation? There are three things to look at here. One is the organization itself, operational, financial, structural and people-like perspective. Two are market data - current and potential markets, as well as current and potential customers. You want to see performance feedback and value drivers. Thirdly, and this is what is most often neglected, called steep factors: sociocultural, technological, economic, environmental and political factors that can greatly affect your business. Consider a fast growing software company. Let's say the rate of growth over the past three years is on average 44 percent. The clients are happy. Investors are happy. It may be tempting to feel a little smug, maybe become a little smug. But what's happening to the industry? If the trend of on demand rather than on-premises software -- think salesforce.com -- doesn't recognize this and adapt it to it from the business. The second phase is the positioning phase. The question is, what do you want to achieve as a business? Forget the manicured mission and vision statements. Most of them are too vague, too long, and don't remember. Boil it down: Come up with a simple phrase that records what you do as a business to a stranger who has heard this sentence gain a fundamental understanding of what you do. Then come up with another simply worded sentence to record what winning would look like. Just think of Apple's early days, when the overarching goal was to create the most user-friendly operating system for personal computers. Or remember that more than 30 years ago, Nike had a laser focus: Crush Adidas. The third stage is the design phase. The general question we have to ask is, how do you get there? This is the stage that must be information-driven. How much capital is needed to support the infrastructure needed for growth? How fast does it need to grow to survive in the consolidating market?

Which sales channels should you control? Just think how many promising startups have died because they underestimated both the time of creating a significant market presence and the capital needed to achieve it. The final stage is implementation. Here you have to answer the question, How do you ensure that happens? This is the most important and the stage at which strategic plans fail. Coordination is a critical and underestimated part of implementation – ensuring that the factors affecting people (from skills, authority, resources and incentives to processes and structure) are consistent with the overall objective. Consistency through people's eyes, not just leaders, that matters. Another critical aspect of implementation is building commitment. Here we like to build regular communication and engagement with employees. Our basic information, input and participation together will help build engagement. The last part of this section Management will have to get together every month for a few hours to monitor and manage the implementation of the plan. I strongly believe that every 90 days, the leadership team will have to meet to recalibreate the plan. Reality changes, and the plan or elements of the plan can become irrelevant. Every 90 days, it is important to question the assumptions on which the plan was based and, if necessary, make adjustments. Did you lose a key client? Is there a new competitor on the market? A promising investor canceled? What has changed in the reliability of the supply chain? Not surprisingly, when a company vigorously accepts a disciplined strategic management process, it is much more likely to realise its ambitions - the right ambitions. Patty Vogan is a vállalkozó.com leadership columnist and owner of Victory Coaching, an executive coaching company for business and personal success, and president of the largest CEO organization in the world, TEC International. He has more than 15 years of leadership experience in management, team building, marketing and entrepreneurship, and is the author of two books. His latest book Waking Up in Tonga will be available in December 2006. 2006.