



TheCaseSolutions.com

Number 1 in case studies solutions

McDonald's France


Introduction

This paper explores the strategic management issues of McDonald's France, which focused on the company's attempt to localize its global brand. Given that McDonalds is the world's biggest fast foods restaurant it was a challenge to sustain the American feel while introducing the product to French citizens.



Localization Strategy

In order to overcome all these challenges, McDonald France embarked on a form of globalization that entailed a high level of localization in terms of menu packaging, operation, and aesthetics of the restaurants.



Sustainability Initiatives

Sustainability was also practiced in McDonald's France as it adopted eco friendly material for packaging and minimized on environmental impacts. It was easy for the brand to target consumers in France and expounded the element of sustainability that had been an issue of concern within the fast-food segment.

Conclusion

The McDonald's France scenario shows that the adaptation of international brand strategy to local environments contributes to success. Minh's four strategies of localization and sustainability helped McDonald's France to circumvent cultural barriers and become the order of the French people.

Resource

This is just a sample partial case solution. Please place the order on the website to order your own originally done case solution.

Resource: visit thecasesolution.com for detailed analysis and more case studies.