

BRAND STRATEGY

Task- Find 1 **brand** that has changed **strategy** to adapt to their new **market** and **research** what **steps** they took to reflect their changed positioning

CHOSEN BRAND-



THE BEGINNING

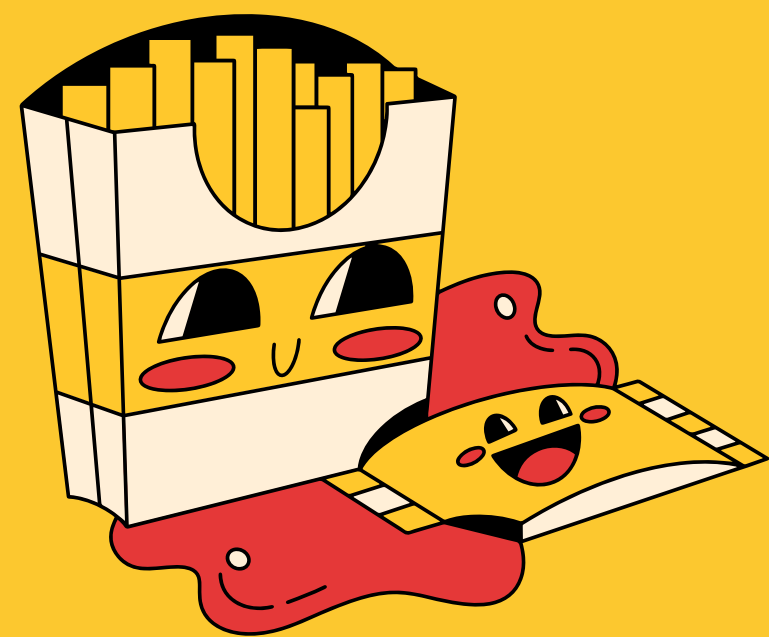
McDonald's is the world's largest fast food restaurant chain.

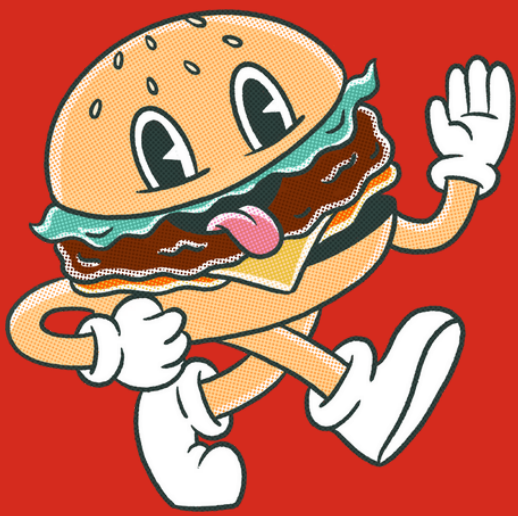
It entered the Indian market in 1996 through a joint venture with local partners Vikram Bakshi and Amit Jatia.

However, McDonald's faced several challenges.

- adapting to the predominantly vegetarian dietary preferences
- navigating cultural sensitivities
- and contending with local competitors.

To address these issues, McDonald's tailored its menu, pricing strategies, and marketing efforts to align with Indian tastes and values. Its competitors were not facing similar issues. Thus, despite the obstacles, McDonald's strategic adaptations and commitment to understanding the Indian market facilitated its successful integration and subsequent growth in the country.





STEPS TAKEN

1. MARKET RESEARCH + CUSTOMISATION

Before revamping its menu in India, McDonald's realized that their existing approach wasn't connecting with the crowd. They decided to study Indian preferences and adjusted their menu accordingly. It was a strategic move to meet the specific tastes of a large part of the population. McDonald's aimed to be more accessible and appealing, tailoring their menu to fit into the hearts and lifestyles of the people they served.

2. MARKETING + COMMUNICATION

This was crucial to stay relevant and connect with the local audience. Understanding the diverse cultural landscape and focusing on familial relations and community initiatives was done. It was important for building trust, loyalty, and create a sense of belonging among customers. These were some of the means to establish McDonald's as a brand that understands, respects, and actively contributes to the local way of life.

3. INTERNAL CHANGES BROUGHT IN

This was to align with local expectations and values. Training with respect to culture and service expectations was crucial to enhance customer experience. Taking steps to not only cater to cultural and religious sensitivities but also address a significant dietary preference was crucial. These internal changes were not just about compliance; they were to adapt McDonald's operations to the ways of the Indian market, ensuring the brand's relevance and acceptance within the community.

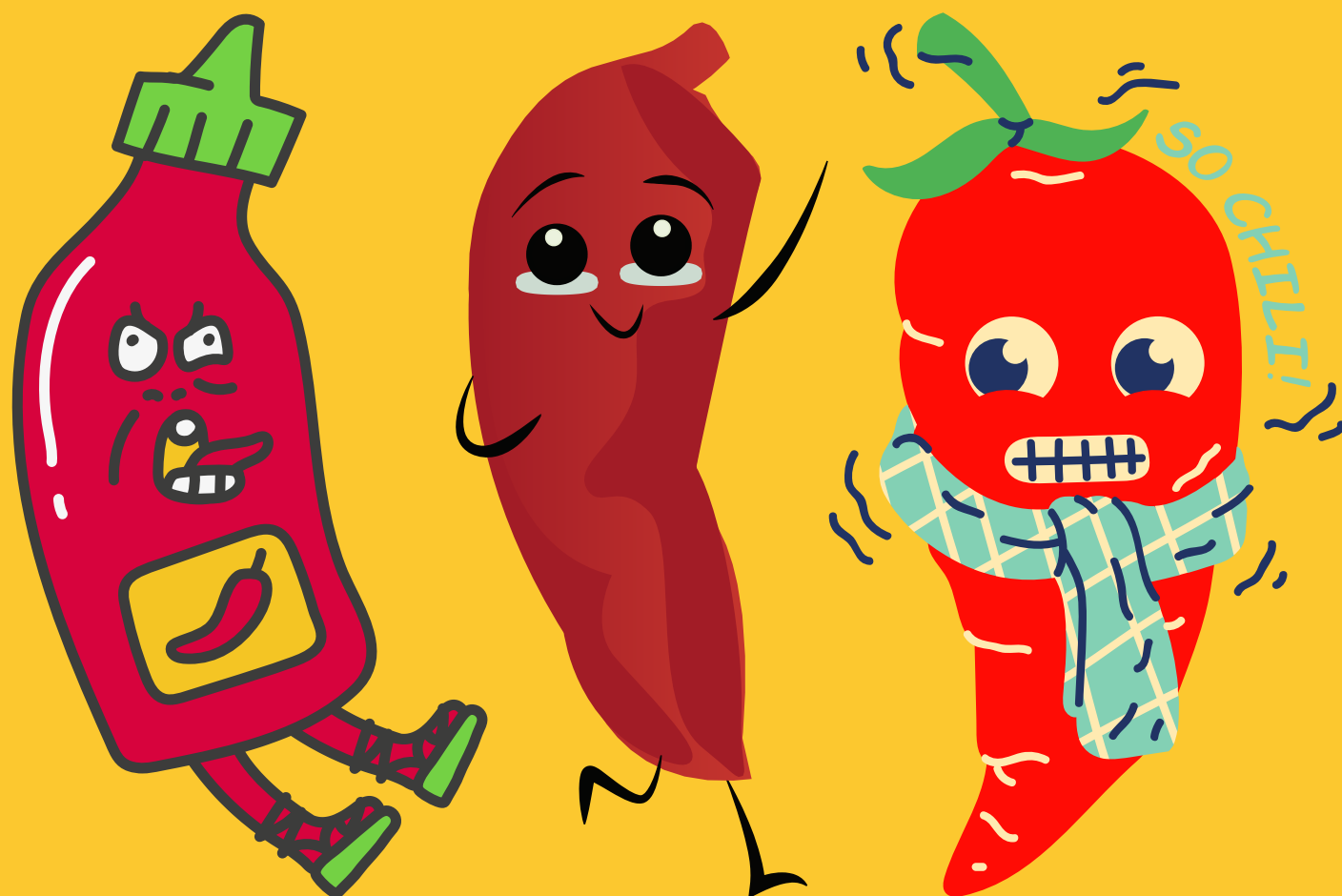
1.1

SPICE LEVELS AND SIZES OF MEALS

Spice Customisation and Different Proportionate Meals:

Knowing that Indians love their food on the spicier side, McDonald's decided to spice things up in their menu. They added chili variations and even let people customize the spice level according to their needs and wants. But it's not just about spice – they also thought about the size of the meals. They introduced smaller burgers and value meals to match different budgets and portion preferences.

It was like McDonald's way of saying "We know you like a bit of spice, and we've got meals that fit your hunger and your pocket."



1.2

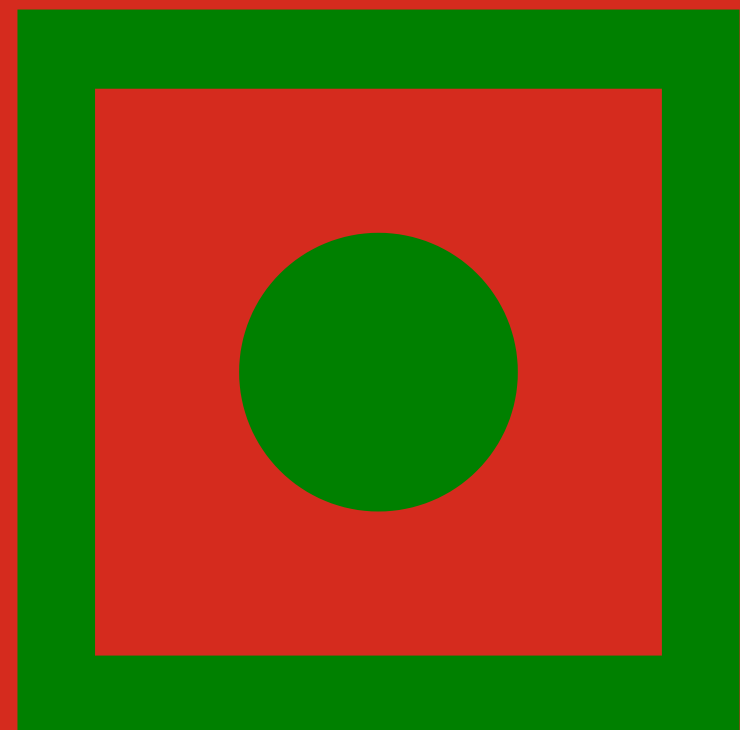
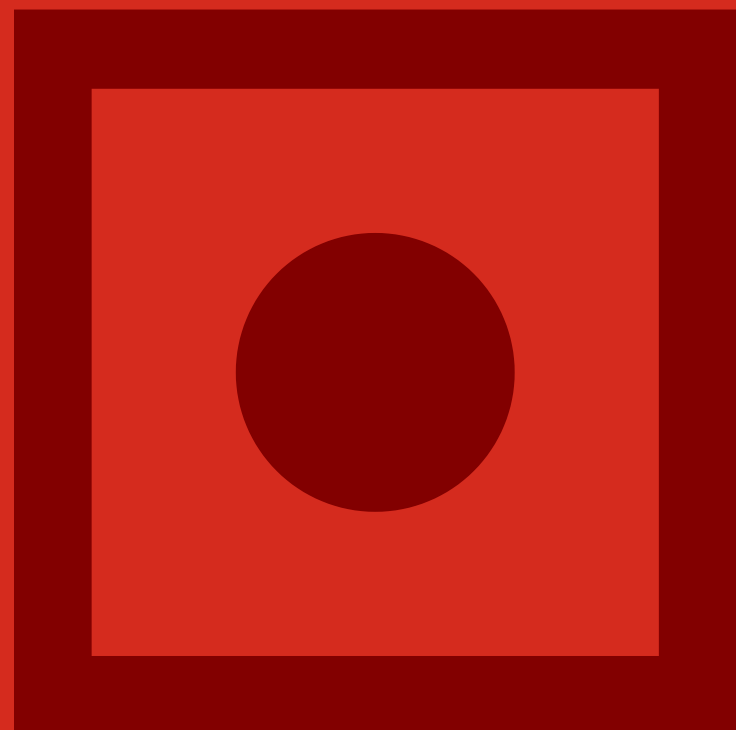
NON VEGETARIAN VS VEGETARIAN

Inclusion and Addition

of Vegetarian Options:

McDonald's noticed that a lot of people in India prefer vegetarian food, in comparison to other countries. So they went all-in to cater to them. They introduced a bunch of vegetarian items like veg burgers, wraps, and McPuffs. This move wasn't just about offering more choices; it was a smart strategy to connect with the cultural and religious preferences of a big chunk of the population.

McDonald's basically said, "We get you, and we've got something delicious for everyone."



2.1

CONNECTION AND TRUST BUILDING

Local Marketing Campaigns to Gain and Build Trust:

McDonald's in India didn't just stick to the usual marketing playbook; they went local in a big way. They roped in Bollywood celebrities, people who are like idols in India, and used regional languages in their promotions. This wasn't just about selling burgers; it was a deliberate move to connect with the hearts of local people.

By doing this, McDonald's was saying, "We're not just a global giant; we're right here with you, embracing your culture and values."



2.2

FAMILY IMPORTANCE & COMMUNITY INITIATIVES

Focus on Family Relationships and Community Engagement:

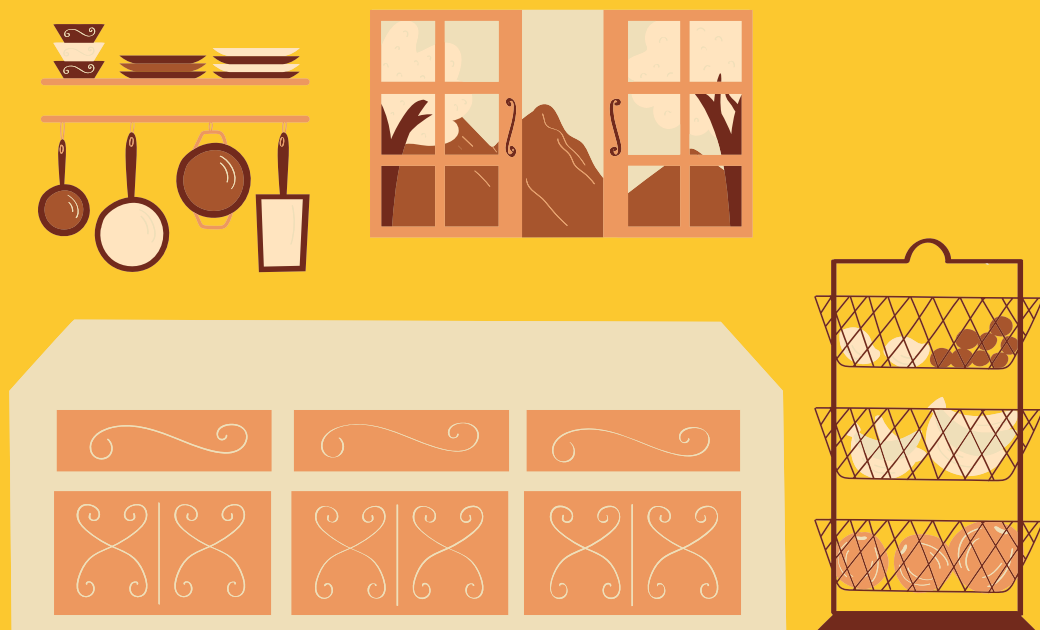
Indian outlets of McDonald's decided that they would tweak their advertising and even the way their stores look, to make it more family-friendly. They shifted their strategy to be more about not just grabbing a quick bite but creating a comfortable space for families to enjoy their time together. McDonald's also actively engaged with the community, partnering with local charities and immersing themselves in community events. These steps acted as genuine efforts to be more than just a restaurant, expressing a sentiment like, "We're not just here to serve food; we're a caring neighbor, and always have a seat for everyone"



INTERNAL CHANGES

Focus on Making Internal Changes and Way of Working:

- **Sourcing and Suppliers:** They partnered with local suppliers to demonstrate a commitment to the local economy and ensure that the products would align with local tastes and preferences.
- **Employee Training:** They trained employees on Indian culture and customer service expectations to reflect and enhance customer experience that would align with local norms.
- **Vegetarian Kitchens:** They established dedicated kitchens for vegetarian items addressing the cultural and religious sensitivities, thus showcasing a nuanced approach to market adaptation.



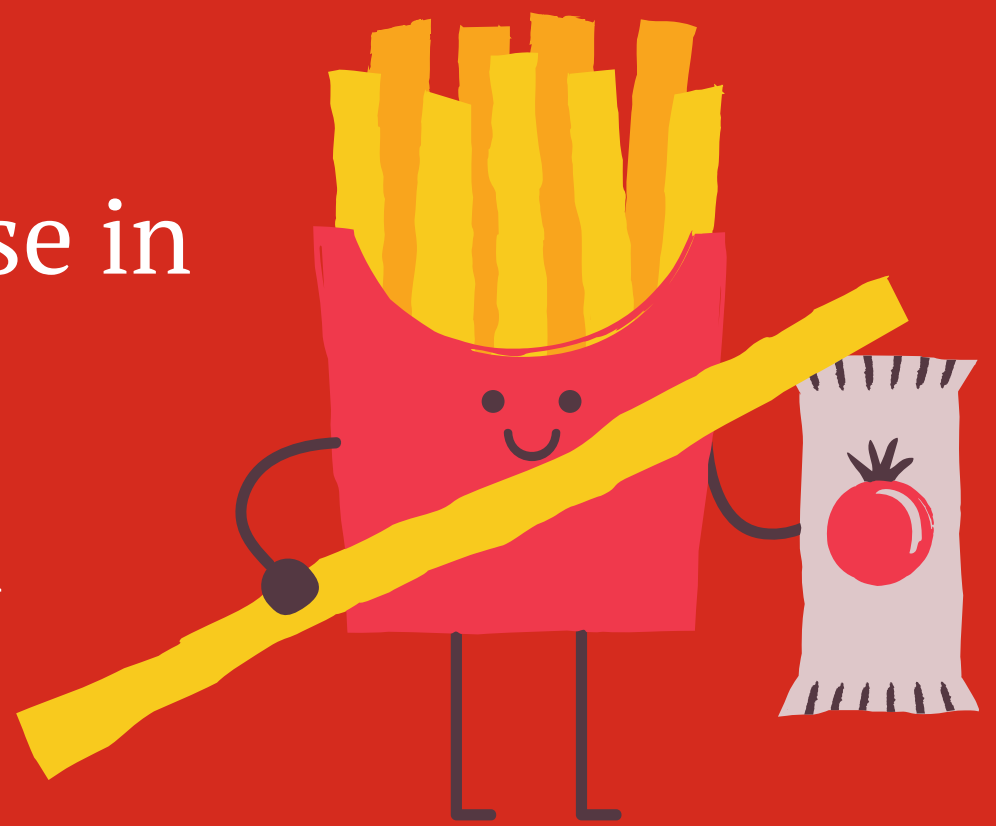
THE CONCLUSION

McDonald's journey in India goes beyond business strategy; it's a story of cultural connection and adaptability.

The response of these strategic changes was overwhelmingly positive. Overall, these changes were well-received, fostering a more culturally aligned and customer-centric perception of McDonald's in India.

The company saw an increase in

- Sales Growth
- Customer Satisfaction
- Market Share Expansion
- Brand Loyalty
- Operational Efficiency



McDonald's success in India is a testament to the power of understanding and respecting local traditions, making it more than just a fast-food chain but a familiar part of the Indian experience.



*I hope you had a good McRead.
Do leave a McComment.
Enjoy your McDay.
I shall see you on my next McPost.*