

GCSE Applied Business

In this task I am going to look at the different types of jobs in the different functional areas in McDonalds. I will also find out how each of the areas helps to achieve the companies' aims and objectives by working with each other.

Function: An area of activity in a business

Functional Areas

- **Marketing & Sales**
- **Customer Service**
- **Production/ Operations**
- **Human Resources**
- **Finance**
- **Administration & ICT**

Marketing & Sales

Marketing: getting the right product to the right person at the right place.

Sales: the process of the customer buying the product.

This department is crucial to the success of McDonalds.

The department finds out information on what the customers want and produce it.

They do this by market research

- **Primary Research:** information collected that is new data which did not exist before
- **Secondary Research:** past year figures that already exist

Primary	Secondary
Questionnaires	Past sale figures
Telephone	Research
Interviews	Statistics
Surveys	Reference books

McDonalds use both primary and secondary research to get the information they want from their customer's e.g.

- Contact us
- Surveys
- Info on the web
- Questionnaires

Successful marketing results occur when businesses such as McDonalds concentrate on what is known as the 4 P's

- **Price:** what basic price the customer would pay, whether discounts or credit terms would be desirable, price of competitors products, whether additional price related features would be tempting

E.g. McDonalds sell a Big Mac for £2.50 and Burger King Sell a quarter pounder for £2.60

- **Promotion:** where would it be best to advertise the product, what type of personal selling would be best, what type of sales promotions would help, what publicity would be most effective, how the product should be displayed in restaurants.

McDonalds promote by

Adverts

Online

Special offers

Competitors

Vouchers

- **Place:** where to find potential customers. How to distribute the product, what region to cover, what type of transport to use, where to locate restaurants, what kind of shops they use, what type of magazines and papers they read

- **Product:** find out what the customers want and produce it, this requires detailed market research to see what the customers want and what demand there is for the product. Examples of new products

Deli Sandwiches

McFlurrys

Consumer Types

Gender

We live in a world where the sexes are equal but there are always differences what men and women want. McDonalds will exploit the differences by marketing products for gender groups.

McDonalds aim there "Happy meals "at children. They also provide toys with the meals to attract the children.



Areas

McDonalds are able to classify customers according to the type of area in which they live in. Country and cities will clearly have different types of consumer types living in them.

Lifestyle

A lot of customers are not aware that companies would look at lifestyle but they do.

This is all about the life, personality and attitude of a person
Here are some examples

- **Income:** have people got high or low income?
- **Mortgage:** large, low or paid off mortgage?
- **Healthy:** have people got a healthy balanced diet?
- **Children:** how many children have they got, age, have they left home?

McDonalds aim there products at everyone. We can see this because they have healthy and unhealthy food. E.g. salad, water and burgers and cola.

Advertising

Products are advertised daily on television, radio, newspapers etc.

Advertisements are written to inform or to persuade. McDonalds will use varieties of tactics to enable people to recognise there product or service easily. These will include

- Distinctive packaging
- Brand names: McDonalds
- Slogans: "I'm Loving It"

This area also decides the choice of media but this depends on

- The cost
- Habits of the customer
- Type of product or service
- Distribution of the product

Advertising also includes the following

- Getting the cost correct: make sure the price the product at a reasonable price for the customers to make it affordable.
- Making sure the timing is right: E.g. make sure they advertise ice cream in the summer
- Creating the right messages in there adverts

Branding

This means creating a name or logo for the product which looks exceptional and will persuade the customers to but it.

Packaging

Presentation of the product in an attractive way

Packaging means a lot compared to the box or wrapper the product is sold in.

The Marketing and sales department has to make sure that the packaging gives the consumer the right image of the product.

Here are some examples

- Colour
- Shape, size, appearance
- Environmental factors



- Ease of use

Sponsoring

McDonalds has placed considerable emphasis on enhancing its brand positioning through sponsorship of events and sports. It has one of eight corporate sponsors of the Millennium Dome experience, investing 8 million in the Domes community programme and learning experience. It has been a major sponsor of International football including the World Cup since 1994 and the Champion League from 1996 to 2000. It has sponsored British athletes since 1993 notably the McDonalds Young Athletes league training 11 to 17 year olds. It has also sponsored Child safety week since 1994.



Special Promotion

This involves McDonalds marketing a specific product or range of products by using special offers and techniques which will attract the consumers

- Free gifts with happy meals for children
- Money off next purchases which McDonalds give out in leaflets
- Buy one hamburger get one free



Free toy which McDonalds give with their products to attract children

Direct Sales

Are made when the provider of the product sells direct to the consumer without any middle person such as an agent or wholesaler being involved

E.g. buy a product straight from the restaurant

Buy a product by going through a drive through

Indirect sales

Are made when the provider of the product sells to the consumer through a shop possibly supplied by a middle person such as an agent or wholesaler

In this process products pass through what is known as the supply chain.

Customer Service

This area of McDonalds meets the needs of its customers quickly.

They do this by dealing with customer

- Complaints
- Requirements
- Refunds
- Vouchers

Shows us how customers can contact McDonalds if they want to complain to them Customer Service deals with this.



The reason they do this is so the company doesn't get a bad name or have a bad reputation with the public. How you treat a customer is crucial to success in any company in customer service. Staffs earn 5 stars if their performances are met to the standards of high quality. This involves them to be polite, understanding, and smart and have skills required. If the customers are not happy how they are treated they may go else where, it is important in McDonalds now because this is area is used every day. It is a fast method that's why McDonalds now use

computers to do this but they also need to make sure they are accurate with information.

Other important things they deal with

- Making sure customers are aware of available product ranges
- Making sure the product is safe and reliable
- Providing credit facilities where appropriate
- Making sure the product can be delivered if necessary
- Providing information and giving advice
- Analyse sale performances
- Comparing customer service figures and satisfaction figures from previous years
- Feedback from Marketing

Production/Operations

Production: the process of transforming business resources into a manufactured product

Operations: the process of transforming business resources into a product goods or services

Production is concerned with obtaining the resources required to produce goods or provide a service.

Resources needed in McDonalds

- **Buildings and Land:** McDonalds need restaurants to sell there fast food products, offices for the different functional areas to work in.
- **Equipment:** McDonalds need specific equipment to make there products. E.g. chip fryers, microwaves etc. They would also need equipment for there offices such as computers, photocopies, printers etc. computers are also needed to store McDonalds financial statements.
- **People: Supervisors:** These are needed in McDonalds to tell the people what there targets are for the day.
- **Support staff** are needed for back up if ant staff are off ill or go on holiday. If there is a shortage of staff then there will be less people working there. But they have to make sure the support staffs have the correct skills to do the job.
- **Materials:** this includes stock which is bought by McDonalds. Furniture like tables and chairs for customers. They also need food to provide their service.

Production

This department also decides what kind of production they are going to do.
There are three types of production job, batch and continuous

Job

The production method used for one off items or when only a small number of similar items is made such as clothes

Batch

The method of producing different quantities of a number of similar goods such as in McDonalds

Continuous

The method of producing large quantities of identical products on a continuous production line

E.g. cars or electronics

Quality Control

This area also looks at quality control.

This is an inspection used to check on products produced to monitor and ensure quality. Any faulty items will be rejected and the cause of the problem investigated

E.g. people checking the companies' burgers on quality

Quality Assurance

The maintenance of quality in every process and system within McDonalds
It is important to appreciate that quality is not only desirable in the finished product it should be applicable in every process and system within the business.

Human Resources

This area in McDonalds deals with a lot of jobs and is very important.

They have to make sure the employees are treated fairly and encouraged to work well.

They deal with hiring new employees and getting rid of them.

McDonalds have there own equal opportunities policy

- High recruitment standards
- Local sourcing of staff where possible
- The skills , talents and performance of staff matter, gender, marital status, disability, race, colour, nationality or ethnic origin
- Providing safe and secure working environment
- Staff should have opportunities for training and development
- Jobs with the company should include career opportunities
- There should be challenges and rewards
- Staff pay should reflect performances
- Should be good communication with staff
- Education of staff matters

McDonalds is a member of the Employers "forum on Age"
The overall percentage of women in restaurant management is 37%.
Women represent 24% of the companies' middle to senior management.
There is one female UK director.

Employees and employers have rights and responsibilities to each other.
The rights of the employees are protected by

***Employment Law**

Laws which protect the rights of employees in areas such as sex, race and disability discrimination

***Trade Union**

An organisation which upholds the rights of employees

***Staff Association**

A committee within a business which upholds employee rights

***Equal Pay**

This states that men and women should be given the same pay and working conditions for the same job in any business.

E.g. woman in McDonalds frying chips should get paid same amount of money as a man frying chips.

***Sex Discrimination**

In McDonalds this act relates to when they are recruiting new employees.

E.g. If McDonalds have a job offer for a Manager they couldn't just employ a man instead of a woman without interviewing them because they think men are better managers than woman.

This act states that employers should not discriminate on the grounds of gender. It makes it illegal to discriminate against men or women for the following

- Promoting employees to better jobs
- Training and career development
- Advertising to fill jobs
- Appointing people to jobs

***Race Relations**

This makes discrimination on grounds of McDonalds illegal; under the same circumstances covered by the sex discrimination act.

***National Minimum Wage**

It is now a legal requirement to pay all employees a minimum hourly rate of pay. Every McDonald employee should be paid at least £5.35 because this is the minimum wage for a working person, the minimum wage will increase every year because the cost of living is rising.

***Disability Discrimination Act 1995**

This act only applies to organisations employing over 20 people.

The protection is now improved for disabled people and made discrimination against them illegal in many circumstances

- Advertising jobs and job interviews
- Offering jobs and interviews
- Terms and conditions of the job

There are many other laws which McDonalds have to make sure they follow Human Resources also deal with

***Health and Safety**

In this department they make sure the restaurant in McDonalds is healthy and safe for employees and customers. They check for

- Safe entrances and exits
- Safe equipment and systems of work
- Statement of health and safety policy
- Accident books
- Drive through

Training & Development

This department is involved with giving people a chance

McDonald's staffs need to be trained to learn new skills and knowledge which can be used in employment in the future.

There are two types of skills:

1. Transferable: Skills that can be used in a variety of jobs
2. Non- Transferable: Skills that only apply to one job.

When people start work they want to continue to develop new skills.

Becoming multi skilled helps to make higher level skills which mean staff can apply for more responsible work with better pay. Staff are usually available for promotion if they work hard and prove they have done well in their current jobs.

Staff training relates to specific opportunities to learn new skills or extend previous skills or knowledge in college, work places and training centers'.

***Staff development**

This relates to the personal development of the person, such as team working, presentations and time management.

McDonald's places emphasis on the training and development of its employees. They aim to provide career opportunities for people to achieve their potential. The firm offers both full and part-time career opportunities, which helps staff to combine work with family or educational commitments.

***Recruitment**

This is an area where people working there have to find applicants to fill vacancies. On the internet they put the vacancies that are available in McDonalds. They select new employees from reading the application forms correctly. They have to make sure they get the right people for the right jobs.

What sort of people work for McDonalds?

Restaurant staff	Restaurant management	Office staff	Franchisees' staff
44,000	3000	500	25,000

- Total employees (not including franchisees' staff) = 47,500
- 57% of staff are male
- 43% of staff are female
- Two-thirds of hourly paid staff are aged between 16 and 20 years of age
- 90% of staff work for 35 hours per week or less

The Human Resources department also have a job to motivate there employees they do this by

- Free Meal Allowance
- Paid Holidays (4 weeks per annum)
- Free Life Assurance (value dependent upon service)
- Private Health Care (for employees aged 19+ with 3 years service)
- Sponsorship Programme
- Stock Purchase Scheme
- Employee Discount Card
- Service Awards (at 3, 5, 10, 15, 20 and 25 years service)
- Stakeholder Pension

Finance

This department in McDonalds is very important because it deals with money going in and out of the company.

Financial Accounting

They deal with keeping accounts.

Debtors: People who owe the business money

Sales: Goods or services

Purchases: stock or materials to make the product

Creditors: People the company owe money to.

McDonalds now use computers to handle their business transactions.

All they have to do is enter the transactions into the computer where they are stored on a disk and the computer will work this out for you.

They also record the financial transactions in accounts and the presentation of financial reports.

There are accounts for several things:

Costing and budgeting

McDonalds have to buy a lot of materials and resources to provide their service. This department of the financial team helps to work out the cost of these resources. They also have to make sure that McDonalds have enough money to pay their staff's wages. Observing McDonalds profits will allow them to set targets, for costs and sales for the future in the company. McDonalds will also have to monitor their budget to ensure, actual figures are not massively different to budget figures.

It is job of this department to find out information about the cost of producing a product. What resources are needed?

- Materials
- Cost of stock
- Cost of paying wages
- Payment of advertising and bills etc.

Budgeting

It is the finance department's job to give every other department a budget.

If a department runs out it is there job to sort something out or give them more money. They have to make sure they give reasonable budget targets.

- **Sales budget:** to forecast the income that will be received by McDonalds from their sales.
- **Production Sales:** to plan the number of items produced and to work out what they will cost.

The finance department will monitor the figures.
If there are any problems E.g. If sales are not high as budgeted than they will have to adjust their forecast

Managing Finance

- Working out what resources are needed
- Raising capital to help pay for their resources
- Loans (bank , private, sponsors, selling shares and profit reinvestment
- Pension
- Calculating pay and taxes

Payroll

This is another job for this department in McDonalds.
They have to work out the pay and deductions of the employees
In McDonalds this job is computerised using programs this is because it is much faster and very accurate.

Financial Statements

The Finance department must complete financial statements for two reasons

1. this can show how much profit or loss the McDonalds is making (profit & loss statement)
2. How much money they owe

Spreadsheets

The Finance department in McDonalds constructs and builds a spreadsheet to present their accounts. Spreadsheets makes McDonalds job easier, this is because by using the formulas you can calculate any sums required. Also spreadsheets can easily be saved on the computer and even changed if needed. The reason McDonalds use spreadsheets is for financial statements. Statements are formed so McDonalds can see how much profit or loss the company is making. It is also produced as it easier to see how much capital they owe (balance sheet)



Cash Flow Forecast

Finance deal with the Cash Flow Forecast this shows the inflows and outflows of McDonalds. It also shows the profit or loss made at the end of each month.

Profit and Loss

Finance deal with this, it c two profits, The Gross pro Net profit.

Administration & ICT

Administration: Making sure the right business resources are in the right place at the right time

ICT: Information and Communication Technology

The use of computer and communication technology to support the running of a business

The administration department relies heavily on ICT to function efficiently.

Administration is making sure that the right resources are in the right place at the right time.

This part of the company makes sure the premise is safe and clean.

They also have to check if there paper in the toilets, printers, photocopies etc.

Making sure customers are sent the right documents and that telephone messages don't get lost.

Keeping records: They keep records on the computer because they can't get lost and can be saved.

Responding to enquiries: They respond to enquiries in different ways

Email is one of the ways they can respond to enquiries.

Also McDonalds have a call centre which is another way you can contact the company on any enquiries.

This area also does the following

- Dealing with the post: Reading it and passing it on.
- Making sure all the computers work
- Photocopying : Sheets, leaflets, application forms
- Printing forms: Leaflets
- Clerical work
- Support service

All of these jobs are important in McDonalds.

This area supplies the company with information.

Administration helps everyone in the areas because they have computers and print out sheets that everyone will need.

E.g. forms, leaflets, health & safety policy etc.

IT has helped McDonalds in the recent years because of the internet. This is because internet has become popular worldwide and is good for McDonalds so they can research.

How Functional Areas work with each other to achieve aims and objectives

Human Resources and its impact on other functional areas

The most important link would be the recruitment of staff which the Human Resources do. In many areas departments notify human resources when they

have a vacancy and it is put up to the HR staff to make sure that this is then advertised or placed with the most appropriate sources for recruitment and that paperwork is completed and the interviews scheduled according to company policy.

There is also links between different functional areas and HR staff over training events and staff development activities. Normally the HR department organises regular inductions programmes which all new staff attend together regardless of which department they will work in.

There are obvious links between health and safety and areas of McDonalds. Safety representatives will work in other functional areas and particular in more dangerous environments such as Production.

Finance and its impact on functional areas

All managers are concerned with the finance of their own areas. Because financial staff are responsible for controlling the money they will advice the managers when the company is over spending. This can mean cutting down on expenditure. This could mean Marketing and sales have to cut advertising, Production may have to deduct overtime, HR may be told they can no longer hire or replace people for a time; Administration may have to defer the purchase of a new printer.

Finance is also responsible for paying employers wages or salaries. So and enquiries about those payments will be made to the finance area. Different functions need finance to pay for goods they have bought.

Production and impact on functional areas

Finance has a critical link with Production because the cost of making a product or delivering the service has to be calculated very carefully. This information is required before the selling price can be calculated and this must take account the prices charged by competitors. The costs of Production will be calculated using current figures for raw materials, standard times or working and average wage rates. If raw materials cost more and there is excessive downtime or slow working resulting in high overtime payments then these will increase the cost of production budget to ensure targets are met as soon as possible.

It has links with HR for its staffing needs. Additional staff may be required to help process a large order or to meet a high seasonal demand for goods or service. HR will organise training for new staff and new skills. They will give advice if there are any labour disputes and will be involved in any union negotiations

Also Marketing as they can consult to see exactly what the customer wants and produce it through market research.

Marketing and impact on functional areas

Marketing has links with finance as to the sales budget given that the level of sales is the starting point for setting the budget.

Marketing and Sales will forecast annual sales of different products and this result in income forecast for McDonalds.

Marketing also forecasts the cost of promotion and advertising.

They also expect Finance to tell them about the credit worthiness of new customers or warn them if an existing customer is a bad payer.

Marketing may need to consult with a member of Finance if they wanted to offer special terms for a product.

No Marketing and Sales department can survive without the assistance from Administration in any company. Marketing is often the function that needs administration support for all. This may include

- Keeping a comprehensive customer database
- Analysing and recording sales
- Representatives reports
- Recording sales
- Analysing trends
- Advertising
- Customer enquiries
- Prepare presentations
- Promotional campaigns

Customer Service

They deal with complaints and enquiries which means they are told by customers what they are disappointed with. This means Customer Service can pass on this information to the other areas to improve the company.

One of McDonald's main objectives is to constantly improve the service that its customers receive. A good way of doing this is by listening to the points of view of all its customers. Currently every staff member undertakes a structured training programme as the company recognizes the importance of staff attitude in a customer services environment. For over a year and a half the 'Hire the Smile' employee recruitment programme has been in place, this involves two interviews for each job candidate, and an on-job assessment that looks at staff attitude and customer service skills.

How the Functional areas help to meet the aims and objectives of McDonalds

All the different departments have several tasks to complete in McDonalds and all of them help McDonalds to meet their aims and objectives. This means at the same time in McDonalds everyone is doing a different type of job to keep McDonalds running efficiently.

One of McDonalds aims is to “**maximise sales,**” this aim can be achieved by help from the Marketing and Sales. Their job is to research e.g. find out what customers want or anything they think that needs improving. If they get feedback from the customers and do what they say McDonalds can achieve the aim by maximising sales. Marketing and Sales can also maximise sales by advertising and lowering prices.

Another aim for McDonalds is to “**provide quality products**” The HR department are linked to this as they train and recruit people. If they don't hire or train staff

Efficiently then McDonalds will not provide quality products for its customers which may result in loss of customers.

Provide Quality products

Production help meet these objectives as they ensure McDonalds are providing quality products. They deal with “**Quality control**” which involves inspecting different areas of the production process. This makes sure if there are any faulty ingredients in McDonalds products they can be rejected and resolved.

“**Quality Assurance**” also helps as it means every process carried out in McDonalds has been checked by an external body and McDonalds will receive a certificate.

HR also help meet this aim because their job is to hire, train and recruit staff. If the HR department in McDonalds haven't hired or trained someone at a high standard then they will be doing a job they are incapable of doing. This means that McDonalds will not be providing quality products and may result in loss of customers. E.g. someone who can't make burgers just puts anything in and customers will not be happy.

Beating Competition

In order to achieve this aim McDonalds have to rely on Customer Service. They are the key to achieving this aim. E.g. If Burger King are providing a better customer service then McDonalds then customers will decide to go there instead.

McDonalds can attract new customers by fast and efficient customer service.

Marketing and Sales can also help achieve this aim as they research. They need to research on other competitors to see what they are selling successfully that McDonalds may need to improve so that they are being competitive.

Make Profit

All departments help to make a profit in McDonalds, without each other McDonalds wouldn't be able to run efficiently and make a profit.

<u>Marketing and Sales</u>	Find out what customers want, without their research McDonalds wont no what to produce and therefore wouldn't make a profit.
<u>Customer Service</u>	They look after the customers, if they don't they will loose customers which results in no money, no profit
<u>Production</u>	If there is no production in McDonalds this means no products, which means no customers or money as there is nothing to sell.
<u>Finance</u>	Set budgets; have to make sure each department is given enough money. They make sure they don't give out to much money or waste it so McDonalds can have the biggest profit possible
<u>Human Resources</u>	HR train and recruit the best employees therefore McDonalds will make a profit.
<u>Administration and ICT</u>	They print out leaflets and advertisements so that customers are aware of McDonald's products. Without Administration customers wouldn't be aware of all the products there for not many customers and no profit.

Be Environmentally Friendly

Production helps meet this aim and objective as they are responsible of resources such as building and lands. If Production finds a location which creates a lot of pollution then it would create a bad image for McDonalds.

Marketing and sales also help meet this aim and objective as they are responsible for the packaging of products. If they decide to use a material that may pollute or create a lot of litter this would also create a bad image for McDonalds.

Focusing on Financial Performance

The finance department help meet this aim and objective as they keep track of all money flowing around McDonalds. To focus on financial performance Finance McDonalds has to make sure they monitor areas carefully for example, how much money they have given to each department as their budget.

To Expand

Production help meet this aim and objective as they are responsible for locating McDonalds restaurant.

KIRAN PATEL

GCSE APPLIED BUSINESS TASK 3



Communication

This means getting a message across to someone.

McDonalds need to communicate on a regular basis with the people inside and outside the business.

They communicate with supplies and their customers.

Communication with people inside McDonalds is said to be internal.

Communication with people outside, such as customers and supplies is said to be external.

Internal communication includes staff meetings, newsletters and internal telephone calls. Emails are often sent internally through a network computer system.

External communication includes business letters, telephone calls, fax messages, advertisements and meetings with customers and clients. Emails may also be sent externally over the internet and many organisations have web sites carrying information to attract potential customers

Communication flows all the around McDonalds

- Directors
- Supervisors
- Managers
- Assistants
- Employees

There are different forms of communication

- Oral (word of mouth)
- Written
- Visual
- Electronic

Here are some examples which McDonalds use

<u>Oral</u>	<u>Written</u>	<u>Visual</u>	<u>Electronic</u>
Telephones	Letters	Newspapers	Internet
Meetings	Memos	Magazines	Intranet

Voicemails	Documents	Shop display	Emails
Lectures	Flyers	Broachers	Pager
Presentations	Adverts	Advertising	Fax
Radio	Magazines	Posters	Website

Electronic methods of communication

During the 21st century, electronic methods of communicating are very likely to become more and more popular. It saves time, money and effort to attach a file electronically to an email than to print it out and send it by post providing you know what you are doing.

Written

Written communication is usually used if the matter is important or serious. This gives formality to the communication and provides a record of what it contains. The most formal type of written document is usually the business letter or a report. The least formal is an email.

Message

When you are going to send a message using any type of communication you have to consider a couple of things

- What is the communication designed too achieve
- needs to be considered carefully to judge the best method of delivery
- also judge the effectiveness of the feedback as to whether the message has been successful

Type

Type of messages may be an important factor in determining the content, medium, approach etc

- Good news
- Bad news
- Information
- Instruction

Each of the following may require a different approach and medium

How they are used in McDonalds

Telephone

This is used by customer service in the functional areas. They use this to deal with customer complaints and deal with any enquires the customer have. This type of method is important and has to be accurate. There can be basic errors when you are speaking on the telephone.

E.g. making sure you are giving the correct information and are speaking clearly and loudly enough so the customers can hear you. You have to speak at the right pace and there can be problems if this is not done.

Telephones in McDonalds can be used to order stock e.g. potatoes

Administration also uses the telephone as they send and receive messages.

Administration in McDonalds deal with

- Making arrangements for visitors to McDonalds
- Making travel arrangements for members of staff who travel on business
- Purchasing routine supplies e.g. stationary and office equipment
- Making arrangements for events such as interviews or sales conferences

All these jobs are carried out in Administration in McDonalds.

Human Resources use the telephone to arrange interviews for short listed candidates and notifying them of the interview result.

ICT

ICT is used a lot now in any business, it has become very popular.

It has brought many advantages but also has its limitations

Advantages for McDonalds

- Speedy connection
- Can be cheap and save money on videoconferencing

Disadvantages

- Can be expensive in hardware requirements
- Can be abused
- Can be impersonal

The greatest link with ICT is Administration this is because they use ICT to do their job correctly and in McDonalds.

They need to use ICT in McDonalds to

- Store records safely on the computer and retrieve these when required
- Responding promptly to enquiries from other members of staff and from external customers.
- Preparing documents using word processing, spreadsheet, and presentation packages such as PowerPoint.
- Sending and receiving messages by using email.
- Keeping company or departmental records up to date.

Customer Service also use ICT as they have to keep records of customer complaints and analyse these to resolve problem areas. They have to record and analyse customer feedback to improve customer service.

Human Resources use ICT to record sick leaves and reasons for employee absences. They also use ICT to keep records of any grievances and disciplinary actions and their outcomes. They monitor the wage rates and maintain the staff records to keep them up to date.

Intranet

McDonalds are now electronically linked to the intranet now.

The intranet is a basic workstation where people working in the same business are linked together. This is a good because in this method no information should get lost or go missing as the computer has it saved.

The Human Resources department use the intranet for the following

- Customer details
- Product details
- Training records
- Employees disciplining

The intranet is not the same as the internet.

It is important the information is accurate.

This is because if they have the wrong person the product. McDonalds have to make sure they have the right details.

Internet

Many businesses are now linked to the internet by telephone lines.

McDonalds are linked to the internet.

The internet is very popular and is an expanding network all around the world.

The Marketing and Sales department use the internet because they check how other competitions are doing. This has to be accurate because McDonalds may lower prices if they find out other competitors are selling the same product cheaper. If the communication is wrong and the prices are normal then McDonalds will loose out and not be making a profit.

This area also uses the internet to research and develop new products or services.

Websites

Many businesses are now setting up website every day.

McDonalds have set up a business to promote their goods online and also be able to advertise new sales on the website. Other companies such as clothes shops can sell products 24 hors a day using a website. The websites are used by customers to see any special offers, price lists, products etc.

McDonald's website has a contact page which enables and visitor to the site to email the business. You have to make sure the information on the website is correct for example product prices and company info etc.

The marketing and sales department look at websites and use them to find out what products customers want and selling products to them.

They also look at competitors websites to see if there using any promotions and discovering different techniques that they use. Marketing and Sales have to ensure that McDonald's website reflects the image of the company and that the content is up to date. They have to ensure that McDonalds website comes out on top on search engines lists.



The McDonalds website has a contact us section Customers can use this to communicate with the company if they have complaints or enquiries etc

Letters

McDonalds would write letters to reply to complaints or enquiries

Again the customer services deal with letters.

This is a more formal way to communicate with outsiders.

When you are writing a letter there can be several mistakes such as

- Spelling mistakes
- Wrong address
- Date
- Wrong telephone number
- Signature
- Enclosed
- Complimentary close
- Reference number
- Salutation

Also letters can get lost in the post so the company have to make sure they contact who they send the letter to see if they have received it.

The Administration and ICT deal with the incoming and outgoing of mail.

They also can reply to complaints by letters.

Email

Many people now use emails this is because it is a fast method of communicating. The marketing and sales department in McDonalds use emails to find out what customers want in the store. They also check up on delivery or order goods by emailing. If they needed to contact shareholders or head offices the company would use email.

The important thing is too save the emails needed.

The Administration and ICT again can reply from complaints from the customers using email.

There are some things that you have to consider when you are emailing

- Does it need to be normal rules of spelling, grammar, punctuation etc
- Is it appropriate to use text speak
- How do you know what the receiver expects
- What damage can be caused by inappropriate email messages

The benefits of emailing

- Any other document produced on computer can be attached to the email and transmitted at the same time.
- Complex information can be sent and because the details are written down there is little risk of misunderstanding, which could happen if you were communicating by telephone.
- Emails can be prepared and sent at the senders convenience and hour of the day or night and the recipients can read incoming messages and respond when it suits them.
- Emails can be sent simultaneously to a group of people e.g. to all the people who normally attend a particular meeting
- A copy of the email can be printed out for the file or for further discussion
- All email systems are protected by a password and a user ID so that only the named user can access the mail.

Fax

Fax machines are versatile, useful and cheap.

Most offices use them for transmitting documents over any distance quickly and easily. Automated fax machines can undertake many operations independently. Frequently used numbers can be stored in the machines memory which has a search facility for speed retrieval so that faxes can be sent automatically during cheap rate and off peak times.

The machine can be programmed to preface each message with a specially printed cover sheet giving the name of the organisation and sender and to print a previously stored signature at a specific point.

The main advantage of a fax would be it does not need retyping.

Administration would use faxes to be able to transmit graphics, maps and photographs to customers or other important people in the business.

E.g. if someone wanted to check the progress of McDonalds and didn't now where the store was then sending a fax would be the quickest and best solution

Also you can send a fax on headed paper so that the document looks more official than an email message.

Advertising

Posters

In McDonalds posters are used to advertise and attract customers and Marketing and Sales are in charge of this. They are responsible for producing press advertisements such as posters.

This is a good way of advertising but there can be errors

E.g. On the poster it says there is an offer at McDonalds buy 2 burgers get the next free, the customers read the poster and think its an excellent deal and go McDonalds, when they get there they find out it was a mistake and its not true.

Posters are used to inform the customers on new products, special promotions and deals.

Human resources use Advertising to advertise vacancies at the jobcentre, in newspapers, magazines and employment agencies.

Memo

This is an internal note used to communicate.

In a memo there can be simple mistakes that are made

- Details of the sender
- Who message is sent to
- Subject
- How many people are receiving it
- Text
- Signature
- If the item is enclosed

McDonalds use memos because it is a quick and efficient way to communicate within the company. Memos are easy to produce as paper is just required.

Memos are useful if used in the correct way. Memos are just small which means they cannot be left around anyway people have to be aware of them or they may miss a vital meeting for example.

Video Conference

This is a new and way of communicating.

In this type of communication you can hear and see the person.

It is a more technical and reliable way rather than using just a telephone

You just have to make sure what you are showing is correct while video conferencing is correct and relevant.

Voicemail

If nobody picks up the phone and it is an important message you need to tell them then voicemail is the answer.

If nobody answers you can leave a message saying whatever you wanted to in the phone call. In a voicemail you just need to make sure you tell them when to ring back and leave a telephone number.

If a telephone number is not left then they cannot get back in touch.

Face to Face

This type of communication is by far accurate and the most reliable.

Also this is the most common communication used every day in McDonalds

You can talk to people face to face in a room where there are no interruptions and can also take your time. In McDonalds when they are serving customers they have to make sure they are confident, happy and have good body language

All the areas use face to face communication to communicate with each other.

Meetings

Meetings are held for several purposes in McDonalds. Their main one is face to face communication between people who need to

- Obtain assistance
- Solve problems
- Give out or exchange information
- Decide on action to be taken
- Report on an event or activity
- Involvement in a project
- Organise special events or occasions
- Generate ideas or suggestions
- Discuss issues of mutual concern

The meeting must be well organised otherwise it may not be effective.

McDonalds have to consider the following before preparing a meeting

- The time, date and venue must be fixed in advance
- The time and date should be convenient for those whose attendance is vital
- Those attending must know what they need to do to prepare for the meeting
- The venue must be large enough for everyone and in a convenient location to minimise travel time and cost
- One person should be nominated to run the meeting and another to take notes down of opinions
- Paperwork must be prepared in advance and either circulated to members beforehand or handed out on the day
- The chairperson must be capable of running the meeting properly so that everyone is encouraged to contribute and no one is allowed to distract or take over the meeting
- Minutes or action notes which summarise what was discussed and the action people promised to take must be circulated afterwards

Oral

Advantages
Rapid
Relatively cheap
Voice can be used for emphasis or to show feelings
Immediate feedback possible
Can check listeners paying attention
Body language
Emphasises meaning and attitude

Disadvantages

Clear speech must be essential
Message must be clear and unambiguous to be understood
Person must be able to hear the message without distractions
Long or complex sentences easily forgotten
External factors may distract speaker or listener
Can be difficult to handle if open hostility or disagreement shown by listener

Written

Advantages

Has formal authority
Provides a permanent record as evidence
Can be retained for future reference
Can be copied for other people
Can include visual info and colour to aid understanding
Creates a distance (good for bad news)
Can be studied at leisure

Disadvantages

Takes time to produce
Need skill to be produced quickly and accurately
Delivery may take time
Will be spoiled by poor spelling, punctuation
Must be legible (handwriting)

