





Internal Customer Focus is equally important as External Customer Orientation in order to win these “moments of truth”. McDonald’s focus on its People and their service delivery methods therefore plays a very important role in creating a successful Service Brand. The quality and the consistency of the service delivered by McDonald’s have been greatly enhanced by the combination of the factors mentioned above. This has helped McDonald’s become Service Leader and a successful Service Brand. This is evident from the fact that very few of its customers opt for take-home parcels or home deliveries while most of them prefer to eat at the outlet and enjoy the McDonald’s experience.

### **FACTS AND FIGURES**

<b>Year</b>	<b>Events</b>
<b>1955</b>	Ray Kroc opens his first restaurant. McDonald’s Corporation is created
<b>1957</b>	Quality, Service, Cleanliness and Value (QSC & V) becomes company motto
<b>1963</b>	Ronald McDonald makes debut
<b>1965</b>	The company goes public
<b>1968</b>	Big Mac is introduced`
<b>1974</b>	Happy Meal is launched
<b>1996</b>	McDonald’s opens in India, the 95 <sup>th</sup> country

### **WORLDWIDE FINANCIAL PERFORMANCE**

Dollars in million	1990	1991	1992	1993	1994
No. of restaurants	11,803	12,418	13,093	13,993	15,205

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Mondeum solutions provides vast range of advertising tools to build customers

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Company Overview! Mission Statement Apple is committed to bringing the . to employ effective marketing strategies to continue their . 11% Apple !Revenue!Q3!2014! .

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