

Appendix

List of Figures

FIGURE 1. THE MCDONALD'S MARKETING MIX

FIGURE 2. THE DIFFERENT SPECIALITIES AROUND THE WORLD

FIGURE 3. MCCELEBRATION AT MCDONLD'S

FIGURE 4. THE HAMBURGER UNIVERSITY

FIGURE 5. ADVERTISING OF WORLD CUP, 2014

FIGURE 6. THE RESTAURANT IN BEIJING

FIGURE 7. MCDONALD'S IN ST. PETERSBURG



Figure 1. The McDonald's Marketing Mix

Source: Marketing at McDonald's, (n.d.). [online] Available at:

http://www.mcdonalds.co.uk/content/dam/McDonaldsUK/People/Schools-and-students/mcd_marketing.pdf

[Accessed 22 Mar. 2017].



Figure 2. The different specialities around the world

Source: Foodnetwork.co.uk. (n.d.). 30 Crazy Meals from McDonald's Menus Around The World | Recipes.

[online] Available at: <http://www.foodnetwork.co.uk/article/crazy-meals-mcdonalds-menus-around-world.html>

[Accessed 20 Apr. 2017].



Figure 3. McCelebration at McDonld's

Source: Mcdonalds.com.ph. (n.d.). McDonalds : Birthday Party. [online] Available at:

https://mcdonalds.com.ph/content/page/birthday_party [Accessed 20 Apr. 2017].



Figure 4. The Hamburger University

Source: Walters, N. (2015). *McDonald's Hamburger University can be harder to get into than Harvard and is even cooler than you'd imagine.* [online] Business Insider. Available at: <http://www.businessinsider.com/mcdonalds-hamburger-university-2333/#today-there-are-more-than-4000-corporate-universities-in-the-world-and-rob-lauber-mcdonalds-chief-learning-officer-tells-business-insider-that-hamburger-university-shares-its-training-practices-with-other-restaurants-to-help-continue-to-improve-the-service-industry-across-the-board-2> [Accessed 20 Apr. 2017].



Figure 5. The advertising in support of World Cup, 2014

Source: Fifa.com. (n.d.). *FIFA Brazil - World Cup Sponsors - McDonald's.* [online] Available at: <http://www.fifa.com/marketinghighlights/brazil2014/World-Cup-Sponsors/McDonalds/index.htm> [Accessed 20 Apr. 2017].



Figure 6. The restaurant in Beijing

Source: EJ Insight. (2016). *McDonald's plans 1,000-restaurant expansion in China*. [online] Available at: <http://www.ejinsight.com/29169491-mcdonalds-plans-1000-restaurant-expansion-in-china/> [Accessed 20 Apr. 2017].



Figure 7. McDonald's in St. Petersburg

Source: Limited, A. (2008). *Stock Photo - McDonald's restaurant on Nevsky Prospekt, St Petersburg, Russia*. [online] Alamy. Available at: <http://www.alamy.com/stock-photo-mcdonalds-restaurant-on-nevsky-prospekt-st-petersburg-russia-82127441.html> [Accessed 20 Apr. 2017].