## **Appendix**

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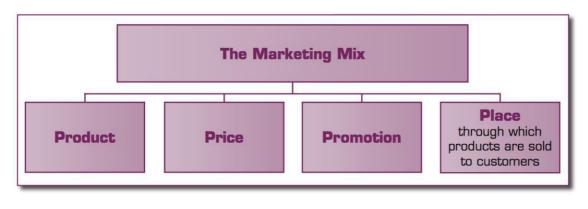




Figure 1. The McDonald's Marketing Mix

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].