

U4O1 - McDonalds

Thursday, June 29, 2017

10:31 PM

**Read the article below and answer the questions that follow:**

<http://www.news.com.au/lifestyle/food/restaurants-bars/mcdonalds-australia-launches-table-delivery-service-and-partners-with-ubereats/news-story/1633509d4e16d719ffedeb3d85a88254>

**\*\*Note:** in the 2017 VCAA Sample Business Management Exam it uses the task word "**Explain**" 8 times! When answering questions with the task word **"Explain" you have to link your answer to the case study** to ensure that you get full marks for the question. When answering the below question ensure that you link your answer to the businesses and information in the article above.

**Questions**

1. **Outline** the two main changes that McDonald's is proposing to introduce to it stores. **Explain** why McDonalds is implementing these changes.

1. **Describe** three **Key Performance Indicators** that are mentioned in the article. **Explain** how each of these **KPI's** would be used to evaluate the performance of McDonald's.

1. **Explain** three **Driving Forces for Change** that support the need for McDonald's to make the relevant changes.

1. **Describe** and **justify** three Restraining Forces for Change that McDonald's may encounter when making the changes to its stores.

1. **Explain** which of Porter's Generic Strategies that McDonald's uses to create a competitive advantage - **Lower Cost** or **Differentiation**.

1. **Explain** three possible **Driving Forces** that could be used to support and encourage change at Coca-Cola Amatil as 'global soft-drink sales plummet'