

McDonald's Russia: Managing a Crisis: Case Study

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Case Study

Master Thesis



#2063254 in eBooks 2009-08-13 2009-08-13 File Name: B007RRSFN8 | File size: 56.Mb

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Master's Thesis from the year 2007 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 2,0, University of Applied Sciences Mittweida, language: English, abstract: The purpose of this thesis is to provide an international management exercise, derived from a case study, that tests the ability of students to overcome cultural obstacles and structure an integrative marketing agreement. The existing thesis examined and judged the case study, which was written by Youngme Moon and Kerry Herman from Harvard Business

School (HBS). It will describe the business plan as well as possible solutions of McDonald's in Russia during the financial crisis, which ones judged in the case study of the HBS. After an introduction to the history of the McDonald's worldwide and McDonald's Russia, the "Big Mac Index" defines. The second chapter of this thesis is the description of the strategic situation. The construction of strategic planning, the market entry forms and marketing concepts of McDonald's follows, which ones being examined in detail. Furthermore the second chapter contains the opening of the first McDonald's restaurant in Russia. The descriptions of the problems in the year 1998 as well as McDonald's approach of the crisis are carried out to counteract as another point of this thesis. The outline of the possible solutions of one's own like environmental analysis or the "Best Mix of 4" forms the quintessence of this thesis. Different suggestions have been discussed recently, and experienced partners and personal contacts is one of those impressive ones. Last, a short summary is given to the factors of success of McDonald's Russia and an outlook, what one can expect from the Russian market in future.