

The Top Market Player F&B/Fast Food/McDonald's Indonesia

1. Perform full research on their target market and avatar.

Target Market: People who already built a family and looking forward to a place where they can spend with.

Avatar: Happy family with much leisure time and the urge to spend a massive amount of money eating out in a place with excellent service, cleanliness, and a child-friendly environment

2. What are the reasons their customers decide to buy?

Reason: Customers decide to buy because they want to spend money and time with their family in a food restaurant that serves them with excellent service, cleanliness, and a

child-friendly environment. They are also interested in the menu package that is suitable for family needs.

3. How are they getting attention?

Getting Attention: McDonald's annually held several live events in their outlets for a few months and the theme of their event is ALWAYS using a character that CHILDREN LOVE, for example, Disney characters and superheroes character. McDonald's also attach a link on their Instagram that lead to a challenge that is currently held for a short period. Their Instagram content is also great. The content always ignites the customer's desire to buy the product, especially when it comes to discount content

4. How are they monetizing their attention?

Monetization: They post discount content on their social media that says "This discount is available from this period to that period". They do bundling some character figures with a menu package that appealing to children and family-oriented people.

5. What is this brand doing better than anyone else?

McDonald's Doing Better:

-Positioning: make a food outlet concept with a cheerful vibe and family-friendly

-Consistency: from service, buyer experience, and cleanliness to their product line taste is perfectly consistent for entire outlets they have

-Uniqueness: every outlet in some region has some special menu based on the culture they encounter, for example, Indonesian outlets have some menu so-called "sambal matah' or "sambal terasi"

6. What mistakes (if any) are they making?

1. McDonald's should serve high-quality food (exclude any preservation or artificial substance)
2. McDonald's slowly react to the change in customer preference taste
3. Bloated and complex company structure

4. Enormous amount of menu that makes slower service
5. Marketing failures
6. McDonald's control of brand message vanishes
7. McDonald's tends to take the franchisee less seriously

7. What can other brands in the market do to win?

1. Stand strong on their brand identity
2. Unique and efficient amount of menus
3. Stay consistent with the service, taste, packaging, value
4. Adaptive to customer demand
5. Keep the company structure simple, effective, and efficient