

IN WRITING ~~FOR~~ BOOK

- 12 (C) McDonalds is classified as a popular culture due to how it has globalised; from ^{being} a local hot dog stand to a national franchise to a global phenomenon, therefore there is widespread access to McDonalds, commercial products are seen in all franchisees and it changes and evolves with time. Therefore McDonalds has proven thus far that the business could survive.

Although, there are a few implications that could have an impact on the future consumption of McDonalds. Firstly, to maintain its high status, they would need to ~~to~~ continue to ~~changing~~ and ~~evolving~~ their products to suit the needs and wants for ~~the~~ the consumers. An example of this has already begun, where now there are healthy deli choices on their menus. This shows that the company has been confronted with the challenge to face the wants the stakeholders want and make it happen. By continuing to change and evolve they ~~the~~ future consumption of McDonalds can continue. CONTINUED IN NEXT BOOK

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Q-12c CONTINUED

Another implication of continued globalisation on the future consumption of McDonald's ~~is~~ would be competition with other take-away outlets. A way McDonald's would have to improve on this would be with the marketing and advertising department. By ~~now~~ appealing to not only the younger demographic but also the the older, and different races, ethnicities, ~~the~~ consumption will not be an issue in the future for McDonald's. An example of this has also begun, as McDonald's organised an television advertisement aimed towards adults, as adults played in a large version of a McDonald's playground.

will be

Ultimately there ~~are~~ implications of continued globalisation on the future consumption of McDonald's. However with the right methods and resolutions, McDonald's should be able to last a life time.