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Globalisation is the concept of a global community, as ~~the~~ cultures between different countries influence other traditions. The impacts of globalisation of McDonalds in relation to consumption are evident through the analysis of past ~~ways~~ and future prospects.

The popular culture of McDonald's has changed significantly due to pressures from society to respect all global cultures. This is ~~the~~ ~~the~~ firstly ~~the~~ shown in the adaptation of the typical menu to suit different cultures. McDonald's has taken into account the different needs of countries, responding with, for example, Halal food options in Middle Eastern countries and Kosher options for Jewish communities. As globalisation increases ~~the~~ opportunities ~~for~~ for migration and technology increases ~~the~~ the number of Trans-national corporations, resulting in world spread cultures, McDonald's will need to further adapt their menu options in order to match consumer satisfaction to the advances of globalisation. This will result in much stress for managers, but if adapted ~~efficiently~~ efficiently, will benefit McDonald's ~~success~~ success significantly.

Future acceleration of globalisation can also work to the advantage of McDonald's ~~consumer~~

production opportunities. As the world market grows, it will become increasingly easier for McDonald's to have the highest quality produce for their ~~products~~ products. This will again increase customer satisfaction.

The effects of globalisation may have many benefits and barriers for McDonald's to provide for their consumers. If they are able to plan and adapt effectively to these changes in technology, access and ~~customer~~ customer needs, they can positively continue the nature of McDonald's as popular culture in the future.

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