

## McDonald - The Leading World's Food Service Retailer

McDonald is one of the leading world's food service retailers. It has over 35,000 locations in more than 100 nations across the world. However, although McDonalds is a multinational corporation, most of its foreign retails are owned and operated by independent local people (Schlosser, 2012). The corporation mainly operates through franchise agreements as it retains the super control of the various shops. Therefore, the success of McDonald Corporation is determined by the strength and alignment of its suppliers and franchisees. In addition to the royalties and rents from the franchisees, the corporation's promotion of inclusion and diversity has enabled it to gain popularity (Daub, 2009). Essentially, this paper analyzes the aspect of diversity and inclusion, and the problem that the organization incurs in effect to the two aspects. Equally, the author discusses the impact of diversity and inclusion to the well-being of the employees and the potential ramification if the problems remain unsolved.

One of the McDonald's cultural aspects is to provide doorways opportunities and to develop team membership from various communities from both the local and international backgrounds. The organization maintains these aspects by listening, respecting, and participating in electric insights and knowledge sharing. Additionally, the company employs other initiatives at market and corporate levels to ensure a holistic approach. For instance, it supports the growth of the employee business network by hosting an annual summit. Such summits also foster relationships and enhance development to strengthen the business performance. The company also promotes women opportunities by through global women leadership.

Diversity is the differences and dissimilarities among individuals of varying age, race, gender, gender, religion, ethnicity, sexual orientation, religion, education, physical experience, and socioeconomic background. The company encounters various challenges as it tries to enhance the aspect of inclusion. The greatest challenge that they face is the problem of managing the increasing diversity. Despite the differences and dissimilarities, the employees are supposed to work in commonness and with a common goal.

The aspects of diversity and inclusion are in multinational corporations such as McDonald since they involve people who have different cultures and backgrounds. Although the corporation sells similar products, it serves people in various localities (Daub, 2009). Equally, the company does not restrict the franchisee to certain age religion or gender. However, they are managed by people who afford to buy the licenses and are ready to operate according to the major goal of the parent company. Therefore, the operators are diversified, but they are supposed to operate under common goals. In this regard, the retail shops should enable internal programs that focus on quality coaching, mentoring, leadership and inter-culture relationships (Schlosser, 2012). Thus, it becomes a problem for the manager to bring all the franchisees to operate under the specified goals.

However, it is important for the employees to maintain the inclusion aspect for easy achievement of the goals for the parent company. Lack of inclusion among the retail shop could also lead to high rate of employee turnover and diverge from the company's goal (Schlosser, 2012). Thus, the franchiser may start selling different brands and hence get out of the limits emphasized by the parent company. If a franchiser does not sell the products that are not sold by the parent company, then it ceases being the main company's retail shop. In effect, the parent company can stop the retail's store operations or get back the license.

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