

‘SUSTAINABLE TECHNOLOGY USED IN SUPPLY CHAIN AND LOGISTICS AT McDONALDs’

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ABSTRACT

With the least number of workers on McDonald's payroll, McDonald's Supply Chain is done very uniquely. There is commendable power of outsourced agencies. McDonald's has essentially laid down its processes and developed at enormous pace for the ever-growing fast-food industry. In other fields, the concept can be repeated as well. The exponential development of Technology with correspondence innovation in Supply Chain Management (SCM) is assuming basic job in streamlining choices of the store network arrange stream for accomplishing authoritative intensity, improving higher help level, bringing down stock, production network expenses and decreasing electronic dangers (e-risks). To accomplish incorporation and viable data sharing across and past the associations, Technology in SCM is likewise required. The associations are moving towards the virtual store network with assistance of fast changes in innovation and Technologies applications to curb the e-risks. Apprehending the concept of Supply Chain along with its applicability and role of the Technologies in McDonalds is the basic theme of this paper. However, the reasons of the loss of McDonalds along with recommendations is also discussed in this paper.

Keywords: Technology, Supply Chain Management, McDonalds, e-Risks.

BACKGROUND

Supply chain management oversees the progression of materials and data to give consumer loyalty at a minimal expense for the improvement of the general public. To accomplish the objective set by Supply Chain dealers the accomplice needs to work effectively to address the clients' issues. In this manner, Supply Chain Management fuses the exercises that must be fused by the business and the organizations to make, structure and convey the merchandise and enterprises to the end client. The endurance unit for the business and the organizations is their Supply Chain. Subsequently SCM assumes a noteworthy job in the endurance of the business or an organization from the underlying stage for example extraction of the crude material-wood, oil, iron, water etc.to convey it to the makers and ultimately to the end client which grasps transportation, stockpiling, last deal to end client and the middle procedure. ¹The current firms have now started to understand the significance of Supply chain management due to the idea of seriousness in the worldwide market. Primary basic components of Supply Chain Management are buying, activities, creation and appropriation. In spite of, the nature of SCM continues fluctuating as indicated by the progressions in political power, rivalry in the market and innovation. SCM is profoundly polished by the organizations that have inventories for huge scope, exceptionally values clients, gigantic spending plan and item holding. The central zones to be focused by the organizations in any Supply Chain that are required to settle on reasonable choices are-Production, Inventory, Location, Information, Inventory and Transportation.

Subside J. Metz in the year 1988 clarified SCM as a judicious procedure that has an arranged and incorporated methodology towards getting, creating and conveying the products and enterprises to the end clients for most noteworthy level of purchaser fulfillment. SCM has a more extensive degree which inculcates different sub providers, retail clients, discount clients and last clients. It likewise joins management of assets, data of the market and current continuous patterns and materials that are fundamental for the creation of merchandise and enterprises to clients. SCM incorporates the whole procedure from crude materials to the last client. SCM assumes an imperative job in both assistances just as assembling businesses. However, the nature of SCM varies from organization to organization. SCM has seven component factors-

- Procurement
- Warehousing
- Order Management
- Suppliers
- Transportation

¹ Sanjeev Malhotra, *DOCTOR OF PHILOSOPHY IN MANAGEMENT* 243.

- Customers
- Manufacturing

There are three types of flow in Supply Chain Management-²

1. **Material Flow:**

It includes proficient progression of materials from the maker to customer which is conceivable through vendors, stockrooms, retailers and merchants. The primary test for the material stream is that the material must arrive at the produces or the end clients rapidly as a stock with no tribulations to arrive at their objectives and limit their money cycle. This procedure is otherwise called 3PL.

2. **Information Flow:**

It incorporates month to month plans, quality grumblings, covers the presentation of the clients and makers, citations, and so on the exercises that are included from the makers end to customers end are dispatch subtleties, solicitations, affirmation of procurement request, gives an account of deviation and so forth. For an effectively SCM it is basic to communicate with the maker and purchasers consistently.

3. **Money Flow:**

It is on the bases of the receipt. The cash streams from the makers to the customers through charge notes. At the end of the day, to accomplish the set objectives the association needs to adjust all the three streams proficiently with insignificant endeavors.

² 09_chap 1 introduction pdf,

https://shodhganga.inflibnet.ac.in/bitstream/10603/130782/9/09_%20chap%201%20introduction.pdf (last visited Mar 13, 2020).

INRODUCTION

McDonald's right now serves 69 million clients all more than 120 nations and consequently it is one of the biggest establishments in India with 33,000 outlets which has utilized in excess of 375,000 individuals according to the records till 2019. ³McDonalds is working either as an establishment or as a corporate body in itself that basically serves burgers, potato fries, espresso, smoothies, chicken and veg sticks and so on. ⁴Richard and Maurice opened the first McDonalds eatery in the year 1940 which was arranged in California. In the year 1996, McDonalds was the primary restriction to serve non-meat and non-pork things which despite everything has stayed unaltered. Right now, Vikram Bakshi handles the Northern and Eastern area's though Smitha Jatia handles Western and Southern district.⁵

Before foundation of McDonalds in India it had been taking a shot at its Supply Chain Management with different Indian accomplices where their items were at that point provided by different nations which had highest caliber. Today McDonalds has 38 providers all over India via preparing neighborhood ranchers to produces herbs and flavors in their homestead. Their absolute first agreement was with Radha Krishna Foodland. The accompanying sections of this paper will have a total examination on the activities of the Supply Chain Management of McDonalds with the utilization of ongoing advancements and correlation with the innovations utilized in McDonalds. The degree of responsibility of McDonalds can be checked from the way that even before it set up its first eatery in the nation it implanted Rs.400 Crore to set up its conveyance component. McDonald's drive to set up a proficient supply chain and convey condition of-craftsmanship innovation changed the whole Indian inexpensive food industry and increased the expectations of execution to universal levels. This paper encompasses of Chapter I which deals with introduction of the title. Chapter II deals with supply chain management of McDonalds which includes three logistical drivers and structure of cold chain management of McDonalds. Chapter III includes how technology plays a vital role in curbing risks of an organization. Chapter IV deals with E-Procurement technology of McDonald. Lastly, Chapter V deals with conclusion, analysis, discussions and reference of the project.

³ Number of McDonald's Restaurants Worldwide, , <https://www.thoughtco.com/number-of-mcdonalds-restaurants-worldwide-1435174> (last visited Mar 13, 2020).

⁴ McDonald's: Burgers, Fries & More. Quality Ingredients., , <https://www.mcdonalds.com/us/en-us.html> (last visited Mar 13, 2020).

⁵ McDonald's gives up beef for India market, , <https://www.news24.com/xArchive/Archive/McDonalds-gives-up-beef-for-India-market-20001207> (last visited Mar 13, 2020).

➤ **SUI GENERIS NETWORK**

The supply-chain system of McDonalds is of its own sorts:

- 100 percent redistributed.
- Lean with no back-up staff and nitty gritty.

The organization is getting a charge out of development of 30-40 percent consistently in India. The credit goes to the correct research work done before propelling McDonald's in India. The specialists set together and composed preparation was done to guarantee the fruitful working of its interest and supply framework. It was from 1990 onwards, master groups happened to be in India to check the quality of India's coordination's industry, the unwavering quality of its vehicle division, and asset accessibility. The outcome was an amazingly successful supply-chain at ideal level set up regardless of India's frail framework. In setting to Indian market uncommon menus with strict and social feelings were structured and in six years' time the organization was prepared with its whole supply chain. McDonald's which is known for its hamburger burgers liberated from

➤ **MULTI-LAYERED SUPPLY-CHAIN**

The McDonald's supply chain is basic and multi-layered. There are two classes in nourishment fixings supply;

- Tier-I and Tier 2 providers.

In Tier I there are 14 center providers provide processed items for example Vegetable and chicken patties that originates from Vista Processed foods Pvt Ltd., French fries, potato wedges and hash tans by McCain Food sources India Pvt. Ltd. Etc.

In Tier II providers there are cultivators and processors who give lettuce and potato, poultry products and covering frameworks that are utilized for covering the chicken and vegetable patties. The progression of fixings is from Level 2 to Level I providers who efficiently process them. Presently, the armada of refrigerated trucks transport these prepared nourishments to the organization's Distribution Centers (DCs). These trucks have been explicitly moved for fluctuation of McDonald's items. These are Multi-temperature and single temperature trucks into training where 250 McDonald's Indian eateries are given on time quick conveyance. This isn't unidirectional; it likewise

incorporates the huge part of bring coordination's back. Thus, the unfilled jugs and racks are accessible for additional preparing. Plastic cartons are utilized for buns to guarantee their quality. With four Appropriation Places the nation over each of the 250 cafés are served successfully. Furthermore, every new outlet expansion is competently dealt with by these DCs inside in ten days in the nation. The Noida and Mumbai DCs are essential Circulation Places possessed by the organization. The other two Conveyance Places are in Bengaluru and Kolkata are housed in rented properties. The framework that is utilized to oversee connect among Café and DCs is a center point and-talked model where the DCs go about as centers. McDonald's transportation has been totally re-appropriated and since 80 percent is refrigerated truck development, the organization has a devoted armada which move their products.

RESEARCH OBJECTIVES

1. To analyze the recent technologies that are used in Supply Chain Management.
2. To review the essential models that are essential for an organization that have to be achieved for the customers satisfaction to the highest degree.
3. To understand the process of how the raw materials are provided to the manufacturers and lastly to the end users.
4. To analyze how Supply Chain plays a vital role in the success of an organization.

RESEARCH METHODOLOGY

The research paper is titled '*Sustainable technology used in supply chain and logistics at McDonalds*'. The research has applied qualitative research with the help of extensive review of the literature provided by the contributions of the expert practitioners in the field of supply chain management that mirrors the flow of research process of the researcher. These experts have laid down models of SCM which have been apprehended for the repective title. Moreover, secondary data is used as the data collected purely through websites, reaserch papers. Through secondary data the researcher has gained the knowledge of how technologies have played a vital role in the grdual growth of the organizations. Along with McDonalds the researcher has also reviewed the supply

chain management of Infosys, Microsoft, Marcs and Spencers and Whirpool to have a brief overview of the the acutal position of McDonalds in 2019. This type of Methodology has also helped the researcher to research on various scandals of McDonalds that might have hampered their position in the competitive market.

CHAPTER-II SUPPLY CHAIN MANAGEMENT AT McDonalds

Supply Chain Management is a significant part of frameworks and activities the executives in an association. Store network the executives as the name recommends is worried about the administration of stream of materials to the association and their dispersion to the last customers after they are being prepared to completed items. It is profoundly fundamental that the items must be come to the last customers on schedule. In playing out the administration of store network, the significant exercises that should be completed incorporates material administration, and furthermore the administration of positive connections across various significant gatherings as included inside the inventory network of the organization. Rising advances are additionally applied in playing out the administration of production network works in an association.

The up-and-coming points and parts are planned for playing out an investigation of the production network capacity of McDonald Corporation which has been an inexpensive food retail chain store situated in US. The organization works at the global level, and it has it tasks in greater part portions of the world. This report at first examined in a word about the association and this is trailed by playing out an investigation of the production network the board of the organization through looking into the way to deal with material administration as attempted at McDonald. The job of connections to inventory network the board would be surveyed, lastly, the pretended by developing advances during the time spent effectively dealing with the store network work in the concerned association would be evaluated.

2.1 MCDONALDS LOGISTICS

McDonalds Logistics involves three phases:⁶



➤ Inbound logistics

Inbound logistics is McDonald's crude content in its stockroom and then disperses it to separate branches as shown by McDonald's prerequisites for efficient warehousing and movement of goods to its branches. All materials are assembled in the factory and the supplies are transmitted according to the needs of each division.

➤ Operations

It is the exercises that are driven to adjust the contributions to products and administrations that have been accomplished. McDonald has a generally outstanding method of operation as he has prepared workers for each kitchen task. The bulk of its inventory is now in the ready to serve framework. They all need to position them in the stoves or in the oil and prepare the item to serve in the imaginable base time that usually takes 1-5 minutes.

➤ Outbound logistics

The purpose of outbound logistics is to keep the finished goods in stockrooms and then adapt them to separate branches. McDonald's movement mechanism is quite ingrained. When the entirety of the goods is set up in the stockroom, the IT invention has been implemented to strengthen the dispersion mechanism to inform the distribution center body which branch is short on the items, so it makes the item available to the branch immediately before the items are finished. Since branches do not have to have stock space for the products, this practice is incredibly realistic. McDonald's raw material obtained in its factory is inbound logistics and then distributes it to various branches according to their specifications. McDonald provides an effective warehousing and distribution of goods to its branches.

⁶ Phases of Logistics Management - Freight Logistics Management, ,
<https://freightlogisticsmanagement.weebly.com/blog/phases-of-logistics-management> (last visited Mar 13, 2020).

In the warehousing, all the items are assembled and supplies are shipped as per each branch's requirement.

2.2 STRUCTURE OF SUPPLY CHAIN AT MCDONALD⁷

An examination of the inventory network of McDonald shows that the center providers of the organization can be classified into two significant sorts including tier 1 providers and tier 2 providers. In regard to level 1 classification, there are providers that give prepared items, for example, potato, vegetable, chicken, hash tans and so on. The tier 2 involves providers that are chiefly producers and processors, for example, potato cultivators, poultry things, chicken and so forth. Both these providers represent meeting out the prerequisite for materials in regard to McDonald. These vendors represent the company supplying the necessary supplies to support its customers. The goods are delivered to the conveyance ecosystems by coordination administration providers. They are demanded to the circulation habitats that contribute to their transportation by organizing the executive systems over the company on specifications for certain materials at eateries. There is an armada of refrigerated trucks delivering new products to the dissemination places of the organization as prepared diet stuff. There are multi-temperature trucks that provide the transmission of a wide variety of goods to the eateries. The packaged foods transmitted to the company are then eventually treated by the last purchasers via McDonald's outlet for their use. This is the whole framework of the supermarket network that is widespread in terms of McDonald's operations in much of the world's nations. In these cases, McDonald's management of the store network is assured with the overall aim of ensuring convenient transmission of finished goods to definitive customers.

For now, the merged government is concerned with the sites of dissemination, but the company still does not own them. Despite the fact that the board above shows the distribution network about the protocol being followed in carrying out its operation, a McDonald investigation shows that this procurement network is not sufficient for all the organization's necessary materials. The packaged foods supplied to the company are then eventually processed by the final customers via McDonald's outlet for their consumption. The centralized administration accounts for maintaining the fulfillment centers in this process, but they are also not controlled by the corporation. As an example, supplies such as buns and coke are delivered directly from manufacturers to retail stores.⁸

⁷ McDonald's Supply Chain: A Must-Know for Investors - Market Realist, , <https://marketrealist.com/2019/11/must-know-mcdonalds-supply-chain-2/> (last visited Mar 13, 2020).

⁸ ANDRZEJ SZYMONIAK, LOGISTICS AND SUPPLY CHAIN MANAGEMENT (2012).

2.3 STRUCTURE OF COLD CHAIN MANAGEMENT OF McDonalds

In 1996, when McDonald's entered India, it was looking for a distribution agent who would act as a hub for all its vendors. Mumbai-based Radhakrishna Foodland Private Limited (RFPL) was chosen for the job. The iceberg lettuce from Ooty, mutton patties from Hyderabad and sesame seed buns from Punjab were all delivered to RFPL's distribution center (cold storage) in its refrigerated vans. RFPL stored the products in controlled conditions in Mumbai and New Delhi and supplied them to McDonald's outlets on a daily basis.⁹ By shipping the semi-completed items at a specific temperature, the virus chain guaranteed freshness and satisfactory dampness substance of the nourishment. The specially planned trucks kept up the temperature in the capacity chamber all through the excursion. Drivers were told specifically not to turn off the chilling framework to spare power, even in case of congested road.

Meeting McDonald's "chilly, clean, on-schedule" conveyance model was not an easy undertaking to imagine that 30 vendors were coordinated around the country. AFL Logistics Ltd (ALL), a joint venture between the US and Coughlin, and RFPL is responsible for ensuring these gauges. The job of Coughlin was to ensure that at each eatery, McDonald's had the best possible measure of provisions and materials. In a nation with horrible streets and critical framework bottlenecks, the problem was the physical production of content and stock management. Coughlin assured that consistency, temperature and bundling prerequisites were fulfilled in order to meet McDonald's high expectations. Around the same time, the unused truck cap was used to transfer goods from separate vendors. In addition, RFPL discussed in-city dissemination to cafés. Within 30 minutes of reaping, vegetables are placed in the pre-cooling room where rapid cooling decreases the field temperature of vegetables to 2° C inside and hour. An enormous virus room (a refrigerated van) is used for transport to the places of appropriation at that point. The temperature and relative humidity of yield are held separately in the van at 1-4 a ° C and 95 percent, and the flavors and freshness are bolted at - 35 ° C. Under a temperature range of 18° C to 4° C, McDonald's cafés stock products to be used daily. Around 52 percent of food items need to be processed before they are used in these conditions.

⁹ Cold ChainManagementInitiative100705.pdf, <https://www.csa.iisc.ac.in/~nv/Mypublications/2005-06publications/Thoughtlaedrshippapers/Cold%20ChainManagementInitiative100705.pdf> (last visited Mar 13, 2020).

CHAPTER III TECHNOLOGY IN MANAGING MCDONALDS SUPPLY CHAIN

3.1 ROLE OF EMERGING TECHNOLOGIES IN MANAGING SUPPLY CHAIN

With the growing development made in the field of technology, the effect on companies with technologically sophisticated and evolving technical structures is greater. The use of technology in supply chain management is also apparent in McDonald's case, as the business employs highly emerging technical systems to ensure that they have adequate stock levels to satisfy their consumers' demands and requirements. The company's entire supply chain is operated by highly successful technical processes in order to make the operation incredibly seamless and effortless. An overview of the McDonald's supply chain situation, particularly with regard to India, assesses that unique technical systems and software are used by the company in the management of its supply chain function. McDonald's vendors use the SAP technology platform, while the sales firm uses RAMCO Marshall ERP with Cobra Software.

In the supply chain process, the implementation of this program is carried out in order to simplify the upload of store orders. The store orders as uploaded over the networks help the fulfillment centers to define the requirements through multiple McDonald units and this in turn helps the organization's requirements to be fulfilled on a timely basis. While the implementation of technology is carried out in relation to the management of McDonald's supply chain operation, a review reveals that the organization faces challenges in effectively incorporating technology into its supply chain function. This is largely because the operation of the McDonalds branches is carried out by the franchisee and their management is fully done by them, restricting the use of technology in the process. This is primarily because full ownership is in the franchisee's hands and the implementation of technical systems is limited. According to Robert Bauer, the IT director of McDonald's global supply chain, owing to the absence of sufficient information system support for their success, it is impossible for them to collect information about the franchisee's performance. An analysis of the company's entire supply chain shows that it is completely outsourced, ranging from hamburgers to French fries prepared and delivered to customers.

Since every item as prepared is obtained primarily through the outsourcing process, it is very critical that the management of their specifications should be thoroughly supported by technical structures.

Given that few distribution centers are responsible for meeting the requirements of a large number of franchisees, it is critical that their requirements are well served by information systems. In this case, it has been assessed that McDonald still carries out the ordering of its requirements over the technical networks to the distribution centers and this allows for prompt replenishment of the supply required to satisfy consumer requirements.

Thus, McDonald's implementation of innovations is carried out in order to reach a greater degree of effectiveness in fulfilling the inventory specifications. In order to control the supply chain role at McDonald's, new technology in the context of SAP and ERP systems are being implemented.

3.2 TECHNOLOGY IN MATERIAL PLANNING AND SYSTEMS DEVELOPMENT

There are various essential information systems that are used to control processes at McDonalds, which in turn helps the work of the supply chain to be handled in a positive way. The position of technology is that the management process of the company can be recognized by the fact that it makes use of the management information system that enables the organization's successful decision-making process in terms of product replenishment, order performance to fulfillment centers, provides information to managers in taking timely decisions, etc. Therefore, from the point of view of planning, the implementation of management information systems is extremely important in relation to the materials needed in the management of operational processes.

In addition to this basic framework, the development of the system is often assured at McDonalds in the context of transaction processing systems. There are significant levels of transactions that are being carried out in performing the management of operations at McDonalds and this is being positively ensured by way of applying technological systems aimed at management operations. The transactions as recorded over the systems allows for the identification of inventory levels across the franchisee, and their orders are placed based on the lead time that is required by the distribution centers. In these ways, the management of the supply chain function is being positively ensured by way of applying different important systems in performing the

management of company's operations. Overall, the implementation of processes and the deployment of information systems positively ensure that the organization meets the criteria of its activities in an optimal way and thereby enjoys a greater degree of success in the constructive management of its operations.

3.3 E-PROCUREMENT

E-procurement (electronic procurement) is the purchase and sale of supplies, Work and services through the Internet as well as other information Enterprise Resource Planning. E-procurement is a Web site that allows qualified and registered users to look for buyers or sellers of goods and services.¹⁰ Buyers or sellers may specify costs or invite bids online. Customers can qualify for volume discounts or special offers on the web.

McDonalds E-Procurement System is basically a main reason for their successful supply chain management. It is so efficient that it provides the backbone not only to all the logistics but the whole McDonalds supply chain management.

E-MAC Digital (Internet procurement site designed for McDonald's Corporation's 34,000 franchises): E-MAC Digital Company is E-Procurement website which is jointly owned by McDonalds and Accel-KKR Internet Co.¹¹ It is a procurement hub launched in 2001 that allows all of McDonald's franchises across the globe to buy everything needed to run their restaurants.

In the process of procuring a product, a typical McDonald's franchise restaurant places an order through E-MAC digital website. The order is sent to the suppliers. Suppliers order is processed and managed by the logistics. The logistics sends the order of the products to the franchise restaurants. It is the responsibility of the E-MAC and logistics that the products are sent to the restaurant. All the above, steps are handled and executed by the E-MAC digital.

Aside from being faster and more convenient for franchisees, the procurement site also allows business owners to buy supplies and materials at a discounted price, ultimately reducing costs for McDonalds. E-Procurement allows 85% cut in costs according to McDonald's supply chief Edwards.

¹⁰ Mc Donald's Supply Chain and E-Procurement Management – Social Media for Business Performance, , <https://smbp.uwaterloo.ca/2015/10/mc-donalds-supply-chain-and-e-procurement-management/> (last visited Mar 13, 2020).

¹¹ 14-26 ravi McD.pptx - E procurement McDonald's E procurement system is the main reason for their successful supply chain management E-Mac, , <https://www.coursehero.com/file/55927125/14-26-ravi-McDpptx/> (last visited Mar 13, 2020).

3.3 TYPES OF SYSTEMS USED IN SUPPLY CHAIN MANAGEMENT

➤ INFORMATION SYSTEMS

An information system (IS) collects, processes, stores, analyses, and disseminates information for a specific purpose. Like any other system, an information system includes inputs (data, instructions) and outputs (reports, calculations). It processes the inputs by using technology such as PCs and produces outputs that are sent to users or to other systems via electronic networks and a feedback mechanism that controls the operation.

There are many types of information systems used in McDonalds such as:

➤ Transaction Processing System (TPS)

The first transaction occurs as two entities share and collect transaction processing data, then transaction processing collects, stores, modifies and retrieves an organization's transactions. To answer repetitive questions, the transaction mechanism is central and helps to perform business such as accounting, record keeping of workers or paying an employee. It is necessary to save stored and secure transaction details since the transaction typically includes an exchanging of money that is vital to every enterprise.

In McDonalds, the transaction processing system is implemented: McDonalds purchases a significant number of hamburgers on a regular basis, so McDonalds can order raw material from its supplier any time McDonalds places an order with its supplier, a transaction happens, and the transaction processing system documents the related details such as the name of the supplier, address, nature of the goods ordered and lastly the invoice amount.

➤ Decision support system (DSS)

Decision support system is used to model data and make quality decision based on the data, making the right decision is usually based on the quality of the data and one's ability to analyze the data, Decision Support Systems are usually computer applications with a human component. They can sift through large amounts of data and pick between the many choices and supports the non – routine decision.

Decision support system implemented in McDonalds: At first McDonalds began as a small

restaurant, selling foods to customers , the business expanded slowly ,then McDonalds analyze the market well to come with opportunity, as we know we live in the time of technology , so McDonalds thought of providing wireless services , so the company gather information about the customer usage of wireless services , length of stay and sales level , then the decision support system analyze the data to come up with the decision of providing wireless service in their restaurant.

➤ **Management Information Systems (MIS)**

Information system administration is a system that offers information used to efficiently operate organizations. Three key tools are used in management information systems: infrastructure, information, and personnel, and people are the most valuable resource, the data we get helps everyday decision-making in the functional fields.

In McDonalds, the Management Information System is implemented: In McDonalds, they incorporate the MIS system that is used to create quarterly reports, such as a regular list of workers and the hours they work, or a monthly cost report relative to a schedule. MIS was used by McDonalds and the aim of MIS is to provide viability and data to help management and workers appreciate the success of the company and prepare its future course.

➤ **“Made for you” system**

McDonalds incorporates new technologies in this system to help McDonalds work. Anytime a customer orders an order, the sandwich item will automatically appear in the kitchen screen display with a tone sound to alert the kitchen staff in this system.

➤ **POS system “Scale of Point system”**

McDonalds is a very busy restaurant so many people go there, McDonalds' first priority is to provide the customers with the finest food service, because McDonalds uses the "Point of scale system "POS system to ensure quick and accurate order, since this system can monitor large quantities of data in seconds, because it is designed to speed up the sales process. McDonalds is a very busy restaurant so many people go there, McDonalds' first priority is to provide the customers with the finest food service, because McDonalds uses the " Point of scale system " POS system to ensure quick and accurate order, since this system can monitor

large quantities of data in seconds, because it is designed to speed up the sales process. The kitchen knows what orders are coming, and how long they have been waiting on a client.

➤ **Hyperactive Bob system**

This technology was introduced by McDonalds to encourage their workers to use computers and rooftop cameras to detect traffic entering the parking lot of a restaurant and drive-thru while they are going to be busy.

➤ **ERP**

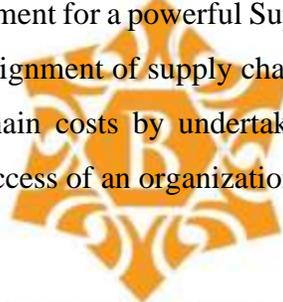
McDonald corporation enterprise is a multinational food dealer that retails foodstuffs directly in restaurants and also offers franchise from some of the restaurants. Since technology is spreading all over, the firm has to move with time and also make its arrangements of getting the management information systems so that it is able to manage its issues properly.

ERP is part of software modules that support and maintain the business activities that are being undertaken in the critical back office processes. For instance, in a manufacturing plant, the firm will need to track the sales progression, statutes of inventory invoicing and so on. There are applications that will enable several functions to be performed. Packages, suites, enterprise applications and systems will be connected on a single integrated type of system. Implementation of such underlying theory is via modules which can be integrated. The main objective of ERP is to integrate all aspects of the Company and do away with complicated connections between the computer systems.

The major advantage of the ERP system is that it offers an integrated solution for every requirement of the business. The systems also take into account the hierarchical powers of the organization. Essentially, the ERP solutions are founded on the Windows NT and UNIX stage.

ANALYSIS

This statement was instituted by the Organizer of McDonald' Beam Kroc in the year 1958 *"The reason for our whole business is that we are moral, honest and reliable. It requires some investment to construct notoriety. We are not advertisers. We are representatives with a strong, perpetual helpful moral program that will be in style a very long time from now much more than it is today."* Through the example of overcoming adversity of McDonald's, we can analyze that execution of technique must be supported by orderly arranging. Supply Chain Management of any association is a venturing stone towards progress. The organizers of this association adjusted different approaches, for example, Cheerful Suppers, Upbeat hours, End of the week offers, clean Kitchens, boundless soda pops, free toys as a blessing to youngsters underneath 14 years, adaptability in its activities, maintainable use of advancements, client fascination systems, globalization and so on. Along these lines, because of the above investigation it is important for any association to secure the requirement for a powerful Supply Chain Management to make due in the serious markets. Therefore, alignment of supply chain and business strategies along with visibility and control on supply chain costs by undertaking steps to eradicate risks are the determinants that will lead to the success of an organization.

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DISCUSSION

The research papers that were reviewed for the purpose of the project have provided how technologies have been the sole reason for the success of McDonalds. The paper has also navigated how efficient Supply Chain Management has led to the success of the organizations with least number of employees which ultimately set a benchmark in the competitive market. Thus, 80% of the success of the organization solely depends on efficient SCM. However, all the research papers do not throw a light on how law does not play a role in the supply of the products. Hence, the role of the suppliers (middlemen) is not duly checked. McDonalds currently has various suppliers for numerous products unlike Zappoo which has contracted partnership with only 6 companies for the supply of the raw materials. In the year 2014, the sale of McDonalds scooped down to 7% in whole Asia despite of the application of advanced technology because one of the sellers provided a branch 119 packets of expired meat.¹² The authors of the papers have only encompassed the positive determinants that act as a stepping stone towards success of an organizations but have failed to apprehend the responsibilities of organizations towards its customers. However, there are various Statutes such as Indian Contracts Act,1872; The Companies Act,1956; The Consumer Protection Act,1986; etc. that only have undertaken few provisions that act as regulatory mechanism for the SCM but there is no specific Act that governs the SCM as a whole.¹³ Thus, implementation of Law for the regulation of the mechanisms of SCM is the need of the hour.¹⁴ Thus, in my opinion in the globalized markets the organizations owe a duty towards societal and Cultural norms (Sustain human life and healthcare, develop economic growth, job creation, protect cultural freedom).

¹² 8 Reasons Why the Supply Chain Matters to Business Success, <https://www.logisticsbureau.com/8-reasons-why-the-supply-chain-matters-to-business-success/> (last visited Mar 13, 2020).

¹³ India Inc's policies for supply chain not robust, <https://www.livemint.com/Companies/xzYxZpbtBtCvqoLqlhwupO/India-Incs-policies-for-supply-chain-not-robust.html> (last visited Mar 13, 2020).

¹⁴ McDonald's India flags food quality concerns at CPRL-run outlets, <https://www.livemint.com/Companies/pJ9F8NAG6qXW1a2mxNF7yM/McDonalds-India-flags-food-quality-concerns-at-CPRLrun-out.html> (last visited Mar 13, 2020).

CONCLUSION

McDonalds is the biggest establishment in India with 33,000 outlets in India with minimal number of representatives that has been seen through their finance. It has set a model how productively Supply Chain framework must function for extending its business at a huge speed in a serious market. This paper incorporates a definite report on how Supply Chain Management functions in McDonalds and how SCM assumes an essential job on the associations to support in a serious market that incorporates both Local just as Universal markets.

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