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Mcdonald's vision statement 2022. Mcdonaldsvision statement.

McDonald's Corp., led by CEO Chris Kempczinski, has been a household name since its founding by brothers Richard and Maurice McDonald in 1940. Headquartered in Chicago, Illinois, the company boasts an impressive employee count of 200,000 (as of 2021) and operates a staggering 39,198 restaurants worldwide. The fast-food giant's revenue for 2021 stood at a whopping US\$23.2 billion, with a net income of US\$7.5 billion. McDonald's is not only one of the most recognized brands globally but also the largest supplier of toys in the world, famously providing them with every Happy Meal. In recent years, the company has focused on global expansion, closing 164 restaurants in the US in 2020 and opening over 500 new outlets worldwide, including 400 in China. McDonald's mission statement is "To make delicious feel-good moments easy for everyone," highlighting its commitment to feeding and fostering communities through its affordable prices and high-quality food.



In the latest quarter ending March 31, 2021, McDonald's accumulated US\$5.125 billion in revenues, representing an 8.7% increase year-over-year. With a rich history spanning 80 years, McDonald's has established itself as a global fast-food powerhouse and continues to dominate the industry through its mission and values. As the world's largest fast-food chain, McDonald's ensures a fun and safe environment for everyone through its hands-on management strategy. This approach guarantees standardized operations across all outlets globally, providing customers with a consistent experience regardless of their location. To optimize customer experience, McDonald's develops restaurant designs and layouts, selects convenient locations, and offers flexible hours to guarantee easy access. The company recently announced a new growth strategy focused on the 3 D's (Digital, Delivery, and Drive-Thru), strengthening its mobile apps and drive-thru lanes worldwide. This initiative provides customers with easy access to their favorite menu items globally. McDonald's core values - Serve, Inclusion, Integrity, Community, and Family - define the brand and guide its business decisions. To accelerate its phenomenal drive-thru advantage, McDonald's is piloting a program offering personalized orders and deals across all digital touchpoints at select restaurants before a nationwide launch next year. The company also aims to increase women and underrepresented groups in its senior leadership ranks, aiming for 35% minorities by 2025 and 45% women within five years. McDonald's values integrity, speaking up for vulnerable people in society and acting with transparency. It offers "Speak Up" training globally to ensure a safe, respectful, and inclusive workplace every day. The company is committed to helping members of the community through several initiatives, including the HACER National Scholarship Program, which awards scholarships to Hispanic students contributing to social transformation.



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