Yashoda Shikshan Prasarak Mandal's

Yashoda Technical Campus,Satara

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Faculty of Engineering

Department of Computer Science and Engineering

Academic Year 2024-25

Report
On
Continue Assessment Activity

Day & Date: 06/08/2024 Tuesday, 02/09/2024 Monday, 24/09/2024 Tuesday, 19/10/2024 Saturday, 07/11/2024 Thursday

Name of Activities: Business Model, Business Plan, Budget, Plant Layout, Management Functions

Name of the Faculty Coordinator: Ms. P.N. Phalke

Class & Division: - T.Y. CSE Div-A

Semester: - V

Name of subject: - Economics and Management

Subject Code: - BTHM505(A)

Total no of Students Present: - 23

CO and PO Mapped with activity: - CO-1, 2, 3, 4 PO- 9, 10, 11, 12

Rubrics of Activity: -

Objectives:

1. Develop the ability to create a sustainable and scalable business model.

2. Develop skills to analyze past financial data and predict future trends.

3. Understand the five core functions of management and their interdependence.

4. Develop financial projections and operational strategies for business success.

5. Learn about different types of plant layouts and their suitability for various industries.

Outcomes:

1. Understood the role of sustainability in modern business operations.

2. Understood how to align budgets with organizational objectives.

3. Gained the ability to plan strategically and delegate tasks efficiently.

4. Learned to forecast financials and outline risk management approaches.

5. Designed plant layouts to maximize efficiency and minimize costs.

Photographs: -

1.

2.

Subject Teacher

Faculty of Engg.(CSE)
Satara
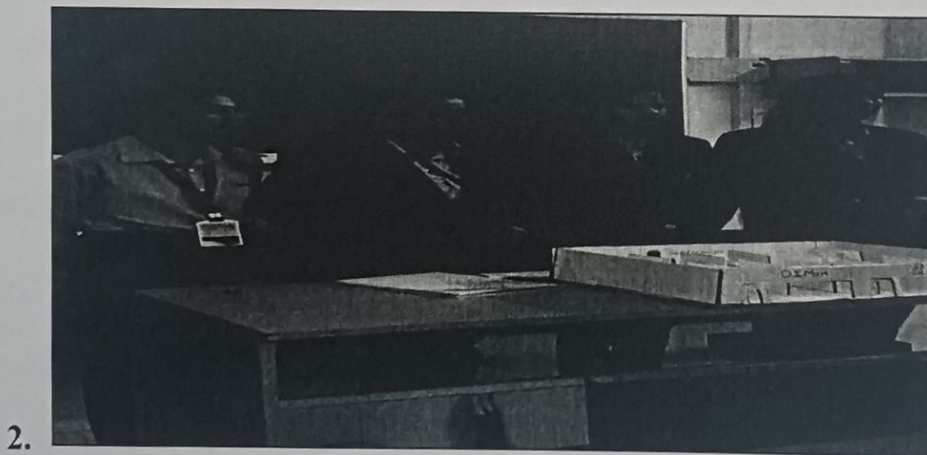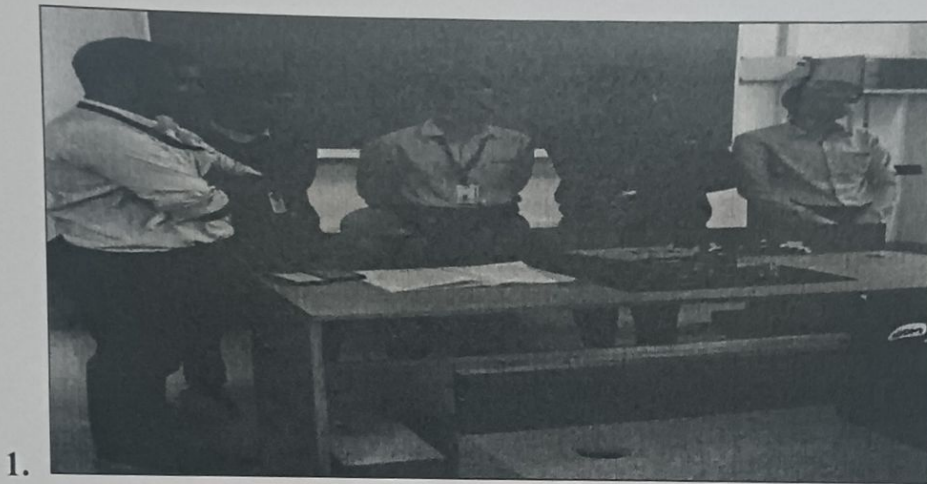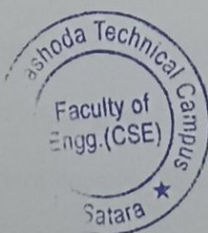
HOD.
Computer Science & Engg.
SPM'S Yashoda Technical Campus, Satara

Economics & Management
Business Model

Name: Shashank Gade.   Roll no: 73

1. Business Model of McDonald's

Introduction
This activity focused on analyzing the business model of McDonald's, a global fast-food chain recognized for its efficient service, affordability, and strong brand presence. The chain is widely known for maintaining consistency across its outlets while catering to local tastes.

Background
McDonald's operates on a cost-driven model emphasizing standardization, value pricing, and operational efficiency. The brand's success stems from its ability to deliver consistent quality and convenience while maintaining strong global and local appeal.

Problem Statement
Understanding how McDonald's retains its position as a market leader and sustains customer loyalty, despite competition from emerging brands, is critical. Additionally, the challenge lies in balancing operational complexities with customer satisfaction.

Analysis
McDonald's has achieved a unique competitive edge through its focus on efficiency, standardization, and a globally integrated supply chain. The company prioritizes technological innovation, such as mobile app-based ordering and self-service kiosks, to enhance customer experience.

Additionally, its marketing strategies consistently reinforce its brand image and target a broad audience across demographics and geographies.

Solution and Recommendation
To strengthen its market position further, McDonald's should focus on expanding digital customer engagement. Programs like loyalty rewards through mobile applications could be instrumental. Additionally, the company should adopt eco-friendly practices across its supply chain to address evolving customer preferences.

Investing in sustainable sourcing and reducing waste at outlets could further enhance its reputation.

Conclusion
This activity provided valuable insights into the role of operational efficiency, technological innovation, and customer focus in driving the success of a global fast-food leader like McDonald's.

Lesson Learned
A streamlined operational model coupled with a customer-centric approach plays a crucial role in achieving scalability, customer loyalty, and sustained global success.