

Over the last few days I have been witnessing huge hoardings put out by McDonald's promoting their newest additions to their menu. So that made me curious to research a bit on whether these burgers are available on their global menu. The answer was a big No. Whether these items would ever find a place in their menu outside India - I doubt.



This actually shows how these MNCs need to adapt to local conditions in different countries. The example highlights the actual level of localisation that needs to be thought out by these companies. The Mc AlooTikki one of the most famous burger is actually Indian. Due to a large number of vegetarians in India. McDonalds had no choice but to launch vegetarian menu and they launched it. That became so successful that they are launching the burger in other countries too now. The Indianised menu is not just restricted to McDonald but to every large fast-food MNC chain operating in the country. Also McDonalds introduced Home Delivery Concept for India. Still the concept is restricted just to countries like Singapore, India and Pakistan. Similar ?



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