

Course of «Operations and audit quality»  
Master degree in «Fashion, art and food management»  
Parthenope University of Naples

PART ONE: directing the operation

# **Operations strategy**

## **CASE STUDY**


### **McDonald's: half a century of growth**

---

Rita Lamboglia, Full Professor, Ph.D.  
Department of Business and Economics- Parthenope University of Naples  
[rita.lamboglia@uniparthenope.it](mailto:rita.lamboglia@uniparthenope.it)

# Questions

---

1. How has competition to McDonald's changed over its existence?
  2. What are the main operations performance objectives for McDonald's?
  3. What are the most important structural and infrastructural decisions in McDonald's operations strategy, and how do they influence its main performance objectives?
- 
- A solid blue horizontal bar spanning the width of the slide, located at the bottom.