

## ABSTRACT

The major change in the past few years is consumers' attitude toward their health and toward what is known as "junk food," of which fast food is part of in the consumers' mind. Because of the impact of a new health-conscious paradigm in people's way of thinking, there is a need to show the consumers quickly that McDonald's is adapting itself and changing its values to better reflect what the consumers feel is important.

The McDonald's corporation was reviewed in this project and an analysis was made regarding the internal and external factors that NN relevant to the company and to the market situation. Afterwards, there was development of new marketing strategies for both long-term and short-term periods based on research methodology, survey, and collective data. This study aims to find out what a company can do when consumers thinking of their health more than in the past and also other related parts in marketing mix factors. SWOT analysis and environmental forces.

The company can develop new healthier choices for its menus, such as burgers with whole-wheat bread slices or healthier cuts of meat. More varied menu choices, such as fish or chicken breast burgers, could also be implemented. Different processes in preparing the food could also be used to result in healthier versions of foods — for example, French fries could be fried using oil that has lower cholesterol content.

These new additions and choices would enable McDonald's to fight the image of being "junk food" — the company can point towards its innovations with food and talk about how it has been changing its procedures and methods in order to keep up with the changing priorities as well as through its care for the consumers.