

Name
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Date

McDonald's

The current situation facing the manager at the New York City McDonald's is rather unfortunate. Looking at the situation, the elders of the Korean community visit the shop every day from morning till late, but only buy drinks and food that are not worth their stay. The manager sought to discourage the habit by limiting the time spent by customers in the restaurant to 20 minutes. Limiting the time spent by customers is however unreasonable. Reason being, limiting time would discourage other customers apart from the elderly since they would feel rushed. Customer contact is very critical to businesses, therefore, it is important to consider the needs of the customers (Matthew). The current rule of enforcing a twenty-minute time limit is in line with the school of ethical universalism since the manager assumed that all cultures and societies have similar views on the issue of staying at the restaurant till late. Such an ethical approach would undermine the culture of the Korean community. However, that does not mean that the restaurant should develop guidelines in accordance with the culture of the people in its location as in the case of ethical relativism. This would mean that the restaurant aligns its values with those of the Korean community and since the community believes that the interests of the business must be overruled by the respect for elders, then it should not restrict them from spending all day in the restaurant. If McDonald's agrees to cope with the values of the community, then it would lose in sales and eventually close down. The closure of the business would lead to losses in the corporation and job losses as well. Putting such factors into consideration, the fast-food chain is not obligated to align its values with those of the Korean community. On the other hand, since the cultures of the Korean community cannot be ignored and neither can the universal boundaries set by the business, it would be appropriate to use the social contract theory in this case. Using this approach would mean respecting the elders of the Korean community, but putting the interest of the business first. In the case of McDonald's, the restaurant would allow the elders to sit all day, but only if they bought food that was equivalent to their stay. However, according to the case, the elderly Koreans do not seem to have enough money to buy food since they sometimes share a packet of fries.

There are several approaches that can help McDonald's to solve the issue without colliding with the culture of the Korean community and that of others. One solution would be to use wooden chairs. Wooden chairs are easy to sit on but becomes uncomfortable after a sitting for a lengthy period. Such chairs would discourage customers from staying too long. Another solution would be to offer incentives. In case customers overstay, it would be appropriate for the server to kindly request the customers to move to a different location so that other customers can sit in their position. To ensure that they do not get offended, the server can offer them a drink. Training the servers to suggest that the time is up politely is also effective. For example, the wait staff could hover around the table and clear the table entirely, then comment on how long the line is while mentioning the news that is trending on the internet. Such approaches could be used by McDonald in any region without disrespecting the cultures of the local communities.

Works Cited

Matthew. "Best Marketing Strategies for Keeping Restaurant Customers." *Gourmet Marketing*, 22 June 2017, www.gourmetmarketing.net/best-marketing-strategies-retaining-customers/. Accessed 26 Apr. 2018.

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