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It is impossible to take a bite from a Big Mac at any McDonald's franchise and not be blown away by this giants' incredible success. McDonald's supply chain is largely responsible for its amazing success and continued growth. The amount of strategy and planning that goes into McDonald's logistics must be simply staggering.

## **McDonald's Supply Chain Management is The Secret to Their**

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The company's supply chain is driven by 3PLs such as Martin Brower, which has 8,000 employees itself. 3PLs are the

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backbone of McDonald's supply chain. The company has only a limited number of its own dedicated logistics personnel, most of whom are focused on strategy development.

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Figure 3: Michael Porter's value chain (Source: Wikipedia 2016) This blog attempts to understand McDonald's

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distribution channel and supply chain logistics through the use of Jacobson's and Porter's models. 2. Distribution Channel. The most prominent place McDonald's products can be found are at its restaurants.

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Supply Chain Logistics Management (Hardcover) Published November 11th 2005 by Irwin/McGraw-Hill. Hardcover. Author (s): Donald J. Bowersox.

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