

Year	Production of Top 8 Burgers	Percentage Change	Labour Employed	Productivity/output per worker
2007	46,241,971	%	7500	6165.6
2008	47,915,640	+3.6%	8000	5989.5
2009	46,965,170	-2%	9000	5218.4

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The reason for the production of top 8 burgers increasing from '07 to '08 is because McDonalds had **more customers** in '08. Because of this they employed more staff to keep the speed of service up. This resulted in **labour productivity going down** because they probably employed too much labour.

McDonalds has a **specialised grill staff to produce grilled food**. **Orders are computerised** from order on screen to kitchen **to maximise productivity** so they don't need to go to the kitchen to tell the kitchen staff what each order is. Everyone has a **specialised job (e.g. cashier, drive-thru operator)** **to maximise productivity** because everybody knows what they're doing.

**Another way they improve productivity is by wearing headsets**, so they can communicate with the kitchen crew about orders. The busiest times for production are the breakfast period around about 9am to 10am and lunchtime around 12 till 1pm.

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In March 2004 McDonalds began producing fruit bags as a **'Happy meal'** option. And in December **cereals** were added to the **breakfast menu**. In February 2004 they launched a **'Salads Plus'** menu when they produced a range of meals with less grams of fat per average serve, **all of these options designed to appeal** to people who want to eat healthier food and so increase consumer demand for their products.

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There are positive and negative consequences to society of decisions made by McDonalds aimed at improving productivity and production. **Positive consequences include: faster service** (because McDonalds try to increase their productivity by serving people faster), consistent **quality** of food (because McDonalds mass produce their burger buns and freeze them). **A negative consequence:** not everything is of a high **quality** (because they're making their **food fast** for higher productivity).

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**Example:** Negative consequences include: specialised jobs may mean the workers get bored and so slow down and lower productivity. Technology may replace the need for human labour and so many workers may be laid off.

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