

Study Assignment

McDonald's India: Optimizing the French Fries Supply Chain

Be prepared to discuss the following questions in class. Draw on information in the case, other readings, your relevant experience, and any assumptions you consider reasonable.

1. What were the pitfalls of the initial attempts by McDonald's India to create its french fry supply chain? What were the critical factors that enabled McCain's success?
2. Under McCain's management, the MacFry supply chain has been effective. What are the risks of this model? How can McDonald's address the competitive threats from other firms moving in and capitalizing on the large investments of time and money that McDonald's has made?
3. What are the options McDonald's India can pursue to meet the huge growth in demand that has been predicted in India?
4. What lessons could AB InBev learn from McDonald's efforts to set up their supply chain in India? How would the sourcing strategy be similar or different?