## **Research Paper Outline Example**

**Title: McDonald’s Promotion Strategy in Oman and Middle East**

**Thesis:**McDonald’s has established over 350 restaurants across the Middle East which is fetching it revenue of approximately $750 million.  The primary focus for them is now to expand to other middle-east countries and spread its reach where it already exists. The vital aspect in its growth has been its effective promotion strategy.

**I.** Introduction

A. Thesis: McDonald’s has established over 350 restaurants across the Middle East which is fetching it revenue of approximately $750 million. The primary focus for them is now to expand to other middle-east countries and spread its reach where it already exists. The vital aspect in its growth has been its effective promotion strategy.

**II.** Benefits of the Promotion Strategy

A. The positive effects of intensive research and development into formulating strategies according to the Oman and Middle-East Market.  
B. The role of effective management in success.

**III.** Drawbacks of the Promotion Strategy

A. Effective steps yet to be applied into catering to demand of products specific to regional demands.  
B. Optimal usage of available resources in order to cut costs.

**IV.**  Analysis of Promotion Strategy

A. Evaluation of the promotion strategy used in the region using analytical tools.  
B. Identification of areas of improvement in the strategy.

**V.** Conclusion and Recommendations

A. Summary of McDonald’s existence since it started in the Oman and Middle-East region.  
B. Necessary recommendations regarding how to improve efficiency and effectiveness of the promotion strategy to facilitate the growth of the company’s business.

The above stated research paper format has been extracted from business management paper on McDonald’s promotional strategy in Middle East and Oman.