

LARGER THAN LIFE

A CELEBRATION OF GREATNESS

Putting Fast-Food On Fast-Track

McDonald's Corporation is one of the world's most well-known and valuable brands and holds a leading share in the globally branded quick service restaurant segment. **The company today is the leading global foodservice retailer with more than 30,000 local restaurants serving 52 million people in more than 100 countries each day. More than 70% of McDonald's restaurants worldwide are owned and operated by independent local men and women.**

McDonald's predominantly sells hamburgers, various types of chicken sandwiches and products, French fries, soft drinks, breakfast items, and desserts. In most markets, McDonald's offers salads and vegetarian items, wraps and other localized fare. **This local deviation from the standard menu is a characteristic for which the chain is particularly known, and one which is employed either to abide by regional food taboos** (such as the religious prohibition of beef consumption in India) or to make available foods with which the regional market is more familiar (such as the sale of McRice in Indonesia).





McDonald's

Founded in 1940



History

The business began in 1940, with a restaurant opened by siblings Dick and Mac McDonald in San Bernardino, California. **Their introduction of the "Speedee Service System" in 1948 established the principles of the modern fast-food restaurant.** The original mascot of McDonald's was a man with a chef's hat on top of a hamburger shaped head whose name was "Speedee." **Speedee was eventually replaced with Ronald McDonald in 1968.**



Original Mascot



Ray Kroc- Founder of McDonald's

The present corporation dates its founding to the opening of a franchised restaurant by Ray Kroc, in Des Plaines, Illinois on April 15, 1955. With the expansion of McDonald's into many international markets, the company has become a symbol of globalization and the spread of the American way of life.

Business Model

Each McDonald's restaurant is operated by a franchisee, an affiliate, or the corporation itself. Approximately 15% of McDonald's restaurants are owned and operated by McDonald's Corporation directly. The remainder are operated by others through a variety of franchise agreements and joint ventures.

The McDonald's Corporation's business model is slightly different from that of most other fast-food chains. In addition to ordinary franchise fees and marketing fees, which are calculated as a percentage of sales, McDonald's may also collect rent, which may also be calculated on the basis of sales. As a condition of many franchise agreements, which vary by contract age, country and location, the Corporation may own or lease the properties on which McDonald's franchises are located. In most, if not all cases, the franchisee does not own the location of its restaurants.

In other countries McDonald's restaurants are operated by joint ventures of McDonald's Corporation and other, local entities or governments.

As a matter of policy, McDonald's does not make direct sales of food or materials to franchisees, instead organizing the supply of food and materials to restaurants through approved third party logistics operators.

According to Fast Food Nation by Eric Schlosser (2001), nearly one in eight workers in the U.S. have at some time been employed by McDonald's. The book also states that McDonald's is the largest private operator of playgrounds in the US.



Restaurants

The very first McDonald's was merely a hot dog stand that did not offer seating. In 1967, the company decided to offer the sit-down eating experience with a new design that many restaurants today still utilize. Eight years later, the first drive-thru window was installed after Wendy's proved successful with the venture. In 1986, a second McDonald's opened in Italy near the Spanish Steps and is believed to be the most posh and beautiful McDonald's restaurant in the world with everything from marble floors to spouting fountains.

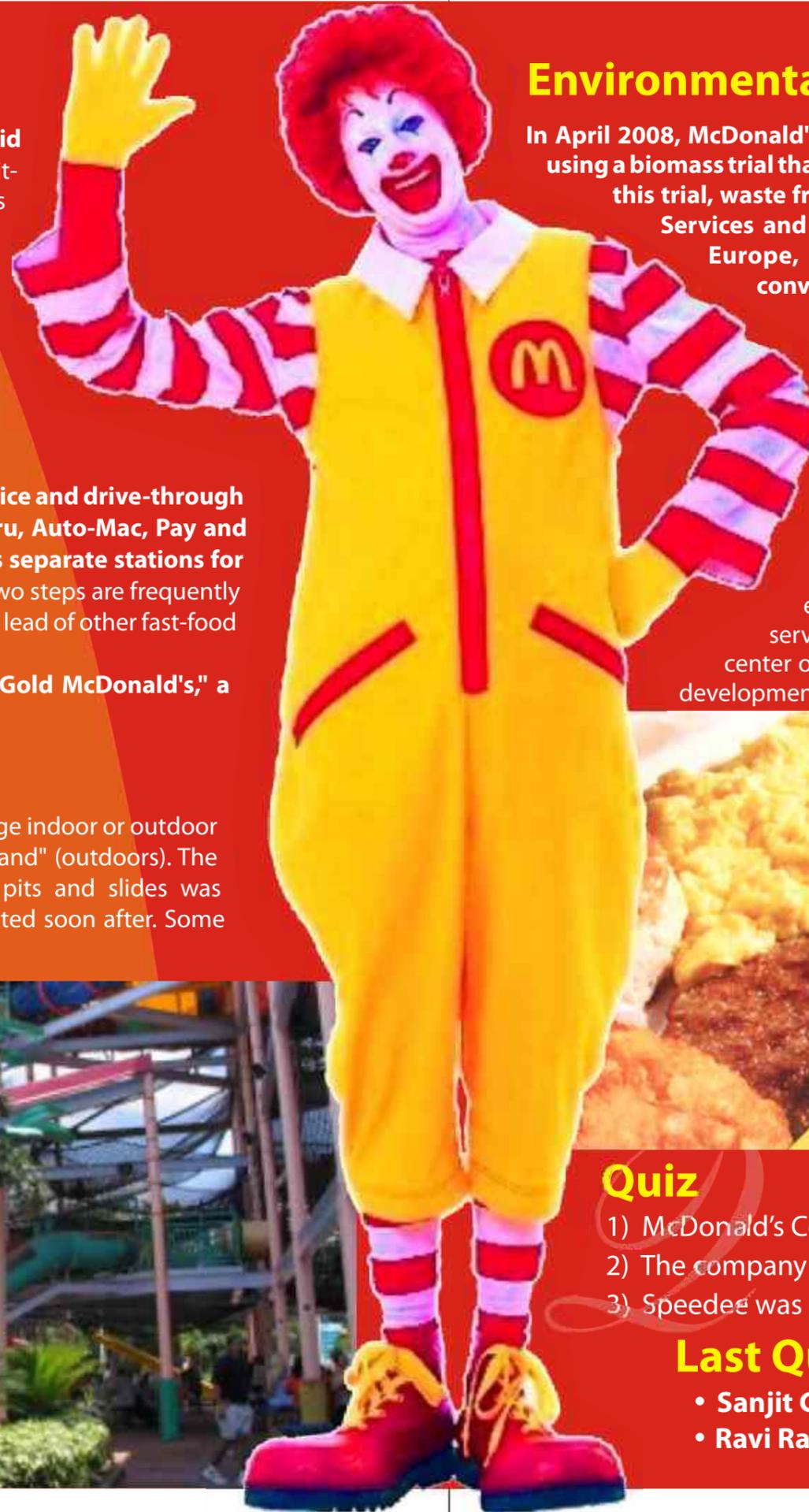
Types of restaurants

Most standalone McDonald's restaurants offer **both counter service and drive-through service**, with indoor and sometimes outdoor seating. **Drive-Thru, Auto-Mac, Pay and Drive, or McDrive as it is known in many countries, often has separate stations for placing, paying for, and picking up orders**, though the latter two steps are frequently combined; it was first introduced in Arizona in 1975, following the lead of other fast-food chains.

Specially themed restaurants also exist, such as the "Solid Gold McDonald's," a 1950s rock-and-roll themed restaurant.

Playgrounds

Some McDonald's in suburban areas and certain cities feature large indoor or outdoor playgrounds, called "McDonald's PlayPlace" (if indoors) or "Playland" (outdoors). The first PlayPlace with the familiar crawl-tube design with ball pits and slides was introduced in 1987 in the USA, with many more being constructed soon after. Some PlayPlace playgrounds have been renovated into "RGym" areas.



Environmental record

In April 2008, McDonald's announced that 11 of its Sheffield restaurants have been using a biomass trial that had cut its waste and carbon footprint by half in the area. In this trial, waste from the restaurants were collected by Veolia Environmental Services and used to produce energy at a power plant. In addition, in Europe, McDonald's has been recycling vegetable grease by converting it to fuel for their diesel trucks.

Furthermore, McDonald's has been using a corn-based bioplastic to produce containers for some of their products

Hamburger University McDonald's Center of Training Excellence

Since its inception, training at Hamburger University has emphasized consistent Restaurant operations procedures, service, quality and cleanliness. It has become the company's global center of excellence for McDonald's operations training and leadership development.



Quiz

- 1) McDonald's Corporation was founded in
- 2) The company has its presence in more than countries.
- 3) Speedee was eventually replaced with in 1968.

Last Quiz Winners

- Sanjit Ghosh - CRC-PMT
- Gopan Jani - iCubix
- Ravi Raisinghani - Aventure

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