

McDonald's Project Proposal

Group Number : 5

Group Members :

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Corporate Summary

McDonald's Corporation is a food service company founded in 1940, with over 70 million customers in over 40,000 locations across more than 100 countries. It is the world's largest fast-food corporate, and has built a global brand, with consistency, affordability and convenience. The corporate has several franchised and company-owned outlets standardized with innovative operational techniques.

Its divisions includes U.S., International Operated Markets and International Developmental Licensed Markets & Corporate. The International Operated Markets division is comprised of markets, or countries in which the division operates and franchises restaurants, which include Australia, Canada, France, Germany, Italy, Poland, Spain and the United Kingdom. This division is over 89% franchised.

Why McDonald's

We choose McDonald's for our group project because of its unmatched global presence and great influence in the fast-food business. Additionally, it has ongoing processes in sustainability, waste reduction, which is significant to balancing environmental and social responsibilities with business growth. This focus on the combination of global sustainability and impact, makes McDonald's a perfect choice of our case study.