

# McDonald's

From Wikipedia, the free encyclopedia

The **McDonald's Corporation** is the world's largest chain of hamburger fast food restaurants, serving around 68 million customers daily in 119 countries across 35,000 outlets.<sup>[5][6]</sup> Headquartered in the United States, the company began in 1940 as a barbecue restaurant operated by Richard and Maurice McDonald. In 1948, they reorganized their business as a hamburger stand using production line principles. Businessman Ray Kroc joined the company as a franchise agent in 1955. He subsequently purchased the chain from the McDonald brothers and oversaw its worldwide growth.<sup>[7]</sup>

A McDonald's restaurant is operated by either a franchisee, an affiliate, or the corporation itself. The McDonald's Corporation revenues come from the rent, royalties, and fees paid by the franchisees, as well as sales in company-operated restaurants. In 2012, the company had annual revenues of \$27.5 billion and profits of \$5.5 billion.<sup>[8]</sup> According to a 2012 BBC report, McDonald's is the world's second largest private employer—behind Walmart—with 1.9 million employees, 1.5 million of whom work for franchises.<sup>[9]</sup>

McDonald's primarily sells hamburgers, cheeseburgers, chicken, french fries, breakfast items, soft drinks, milkshakes, and desserts. In response to changing consumer tastes, the company has expanded its menu to include salads, fish, wraps, smoothies, fruit,<sup>[10][11]</sup> and seasoned fries.<sup>[12]</sup>

## Contents

- 1 History
  - 1.1 Headquarters
- 2 Products
- 3 Corporate overview

## McDonald's



Type	Public
Traded as	NYSE: MCD ( <a href="https://www.nyse.com/quote/XNYS:MCD">https://www.nyse.com/quote/XNYS:MCD</a> ) Dow Jones Industrial Average Component S&P 500 Component
Industry	Restaurants
Founded	May 15, 1940 in San Bernardino, California; McDonald's Corporation, April 15, 1955 in Des Plaines, Illinois
Founders	Richard and Maurice McDonald and Ray Kroc
Headquarters	Oak Brook, Illinois, U.S.
Number of locations	36,000+ worldwide <sup>[1]</sup>
Area served	Worldwide
Key people	Andrew J. McKenna (Chairman) Steve Easterbrook (President and CEO)
Products	Fast food (hamburgers • chicken • french fries • soft drinks • coffee • milkshakes • salads • desserts • breakfast)
Revenue	<div>▲ US\$ 28.1057 billion (2013)<sup>[2]</sup></div> <div>▲ US\$ 27.567 billion (2012)<sup>[2]</sup></div>
Operating income	<div>▲ US\$ 8.7643 billion (2013)<sup>[2]</sup></div> <div>▲ US\$ 8.6046 billion (2012)<sup>[2]</sup></div>
Net income	<div>▲ US\$ 5.5859 billion (2013)<sup>[2]</sup></div>