

LESSON 3 PLANNING AND ORGANIZING BUSINESS

MODULE 2 ORGANIZING

ORGANIZATIONAL PLAN

McDonald's



McDonald's is an American multinational fast food corporation, founded in 1940 as a restaurant operated by Richard and Maurice McDonald, in San Bernardino, California, United States. McDonald's (MCD) is a fast food, limited service restaurant with more than 35,000 restaurants in over 100 countries. It employs more than four million people. McDonald's serves 70 million customers per day, which is greater than the population of France. McDonald's, in full McDonald's Corporation, American fast-food chain that is one of the largest in the world, known for its hamburgers, especially its Big Macs. Company headquarters are in Chicago. In 1955 Kroc formed the McDonald's Corporation and Kroc opened his first franchised restaurant in Des Plaines, Illinois. While Maurice and Richard McDonald created the first restaurant and its food service business model, arguably it is Kroc who founded McDonald's as the world now knows it. Most of its revenue comes from the payments, fees and rent paid by the franchisees, as

well as transactions made in the company-operated cafeterias. The essential products that are sold in McDonald's include cheeseburgers, hamburgers, French fries, chicken products, desserts, soft drinks and breakfast items.