



Module name: Business in the  
Modern World

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# AGENDA



- History of Mc Donald`s
- Current situation and statistics
- Countries without Mc Donald`s
- New ideas and solutions
- Summary
- Reference list

# WHAT IS MC DONALD'S?



**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**



# The history of McDonald's

1937- McDonald brothers open a food  
stand called the "Airdrome" in

California

1940- Airdrome is turned into Mc  
Donald's Famous bbq drive in.

December 12, 1948- First official  
McDonald's is open for  
business





- **McDonald's serves 25 million customers each day.**

- **McDonald's biggest markets**

(S.Lock, 2021)

- **Age of customers:**

**24-34 — (34.4%),**

**35-44 — (24.5%).**

**45-54— (15.0%),**

**55 years of age or**

**older — (13.0%).**

(Adams, C 2018)







# REASONS FOR BANNING IN COUNTRIES

## BERMUD

The country has a law banning foreign fast-food joints that has been in place since the 1970s.

## IRA

Iranis had a lot of internal hostility for the major AMERICAN corporation.

## YEME

The economy of this Middle Eastern country is a little fragile.

## BOLIVI

The Bolivians didn't want to go to a large firm to buy burgers, so MC DOonald didn't open a café there again. (Lindsay, 2019)

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