



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 Mc donald`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- Firs official
Mc Donald`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)

Adams, C. (2018). s Users' Perceptions Of Health And Nutrition, Quality, Mcdonald's Users' Perceptions Of Health And Nutrition. Available from <https://egrove.olemiss.edu/cgi/viewcontent.cgi?article=1593&context=etd>.

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