

Module name: Business in the Modern World

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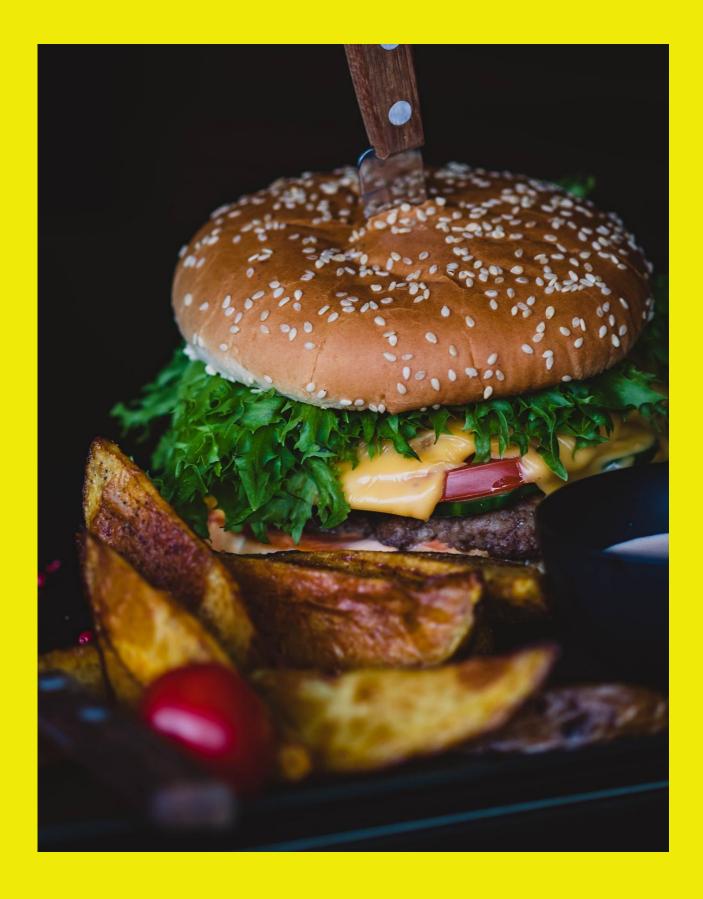
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AGENDA



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

55 years of age or

older —(13.0%)dams, C 2018)











REASONS FOR BANNING IN COUNTRIES

BERMUD

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

11- - 1070-

IRA

Iranis had a lot of internal hostility for the major

AMERICAN corporation.

YEME

The Conomy 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 aga(hindsay, 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.

lindsay. (2019). Countries that have BANNED McDONALD'S! Triple M. Available from https://www.triplem.com.au/story/countries-that-have-banned-mcdonalds-127075.