

# McDonald's stock analysis

Zhumabekova Kristina

# History

- McDonald's Corporation is the world's largest chain of hamburger fast food restaurants, serving more than 58 million customers daily. The business began in 1940, with a restaurant opened by brothers Richard and Maurice McDonald in San Bernardino, California. Their introduction of the "Speedee Service System" in 1948 established the principles of the modern fast-food restaurant

# *The original staff of the McDonald's brothers hamburger restaurant*



- The first McDonald's restaurant opened in Des Plaines Illinois on April 15, 1955. Their first day sales were \$366.12.



By 1965 there would be over 700 McD's throughout the United States

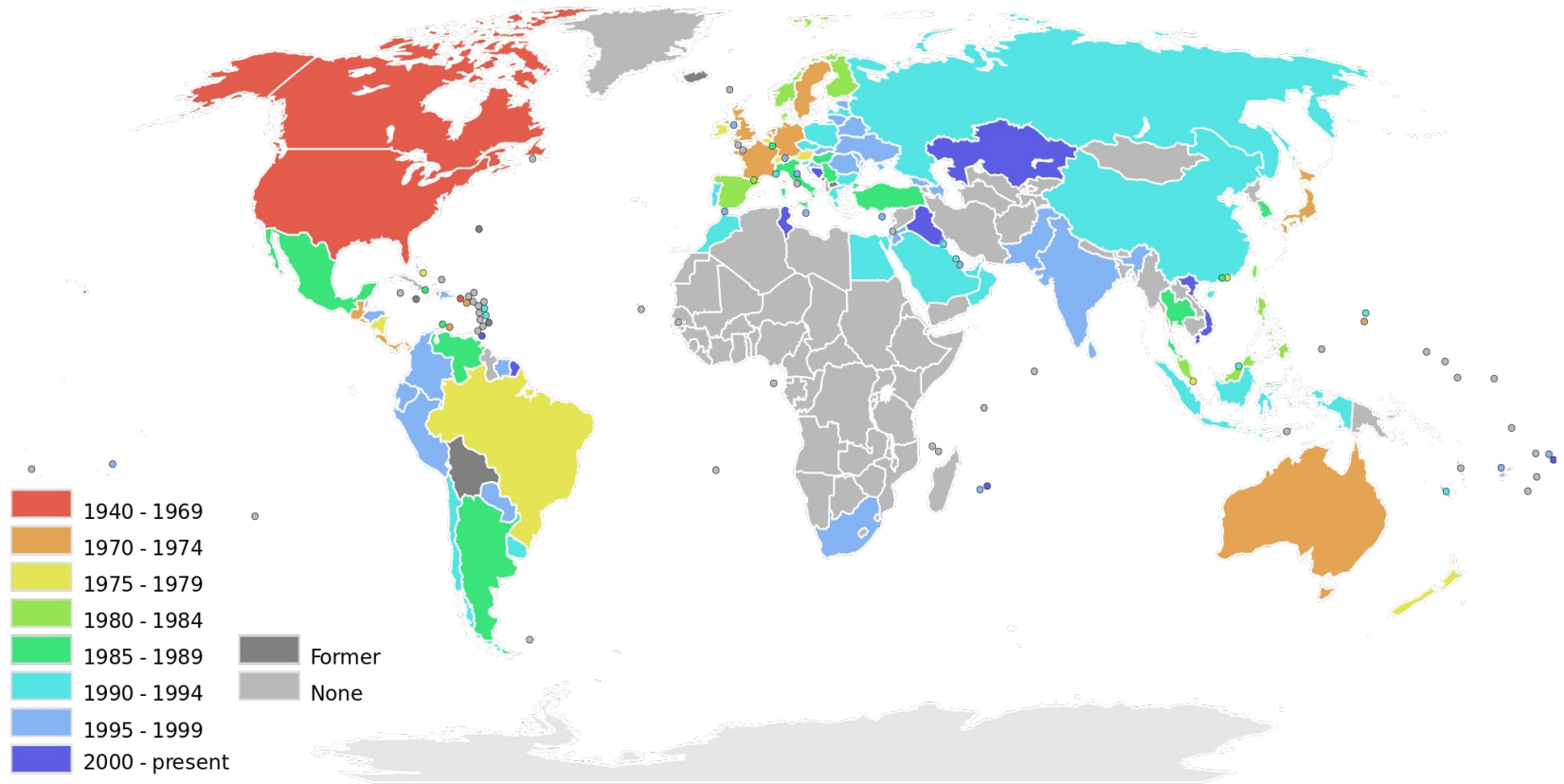


# ***McDonald's today:***

- **Number of Global Restaurants:**  
More than 32,000
- Number of Countries:**  
117
- Number of worldwide employees:**  
1.7 million
- Percentage of franchised restaurants  
around the world:**  
More than 75%



# Future development



# Fair Value

- Dividend = 0.89
- $g$  (growth rate of dividend) = 2.88%
- Market price = 123.95\$
- $V = D (1+g)/(r-g)$



# Fair Value

- $R = g + \text{Current Annual Dividend}(1+g)/\text{Current Price}$
- $R = 2.88\% + 0.89(1+2.88\%)/123.95$
- $R = 0.00738711$
- $V = 123.949961$  vs Market Price = 123.95





# P/E ratio

- The price-earnings ratio (P/E Ratio) is the ratio for valuing a company that measures its current share price relative to its per-share earnings.
- Current stock price = 123.95
- Earnings per share = 4.82
- **$P/E = 25.68$**



# Technical analysis - Resistance



- **McDonald's** is the world's largest chain of hamburger fast food restaurants, serving around 68 million customers daily in 119 countries across more than 36,000 outlets. And it's not the end. McDonald's will develop and will increase quantity of restaurants all over the world. McDonald's is a name that made itself. The company has become a symbol of globalization and the spread of the 'American way' of life.





Thank you for your attention