



THE MCDONALDS FRANCHISE

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COMPANY DESCRIPTION

- The McDonalds trademark, engaged in catering, positions itself as a fast-food enterprise for all members of the family of any income with standardized food that does not require utensils and the company's quality of service.
- The network currently has over 31,000 fast food establishments in 119 countries
- The empire owns no more than 15% of all restaurants of the famous food chain, and the remaining 85% are managed by joint franchised partners



FRANCHISE DESCRIPTION

- Franchising as one of the important factors made McDonald's the number 1 company in the world.
- In the list of two hundred best franchises by *Times Magazine* McDonald's franchising takes first place.
- The date of the establishment of the franchise network is *1955*.
- In the USA, more than 80% of the chain's restaurants operate under the McDonald's franchise, in Europe - approximately 50%

DESCRIPTION OF FRANCHISE IN RUSSIA

- In Russia, the first McDonald's restaurant appeared in 1990 in Moscow on Pushkinskaya Square.
- After 20 years in Russia, there were 245 fast-food restaurants with the recognizable letter "M" on the sign, but even today the McDonald's restaurant on Pushkinskaya is the most popular chain restaurant in the world in attendance.
- According to the latest data, in Russia there are 314 enterprises of the famous network in 85 cities, and new ones are constantly opening



FRANCHISE MCDONALD'S: BASIC CONDITIONS

- initial capital - \$ 950 thousand - \$ 1.8 million;
- royalties (monthly deductions) - 12.5% +;
- the duration of the franchise agreement is 20 years with the possibility of renewal;
- the cost of the McDonald's franchise - \$ 45,000;
- payback period - 1 year;
- training - on-site training for 1 week every three months;
- local training - 12-24 months;
- support: news, meetings, toll-free line, Internet, opening information, security, rating system, advertising (television, outdoor, regional), marketing support.

THE MAIN FEATURES OF THIS BUSINESS ARE THE FOLLOWING:



- The franchisee personally undertakes to participate in all the processes of his institution
- All franchisees take part in the charity work of the McDonalds network
- The terms of a franchise business purchase provide you with a convenient way to pay. The first payment will be only 25% of the total cost, and training in business aspects is paid in full at the time of the start of classes, and is fully refunded at the end of training.

THANK YOU FOR ATTENTION

