

## MCDONALD'S (МАКДОНАЛЬДС)

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*У доповіді йде мова про мережу фаст-фудів «Макдональдс», її історію створення та розвитку, особливості функціонування та організаційну структуру.*

McDonald's – an American corporation working in the field of catering, until 2010, the world's largest chain of fast food restaurants operating on the franchise system. The corporation is included in the list of the largest US companies Fortune 500 (in 2019, 149th place). The company's headquarters is located in the suburbs of Chicago.

The company was founded in 1940 by the brothers Dick and Mac MacDonald's (the first restaurant was opened in San Bernardino, California), in 1948, for the first time in the world formulated the principles of the concept of “fast food”.

McDonald's restaurants are most often built at the crossroads of major roads on the way from the center to the sleeping areas, next to large universities, in crowded places.

Over the past ten years, McDonald's is one of the five leaders in the global market. The company's sales are \$ 35 billion. McDonald's develops common standards for cooking, technology, marketing strategies, staff training programs, service management, location methods, and supply systems. The successful work of McDonald's is the right choice of business strategy and organizational structure of the company.

Ukraine has become the 102 country where the McDonald's network began to develop; on May 24, 1997, the first McDonald's establishment in the country opened in Kyiv. McDonald's Ukraine Ltd. is one of the largest foreign investors in Ukraine: the company has already invested more than \$ 100 million in the development of the McDonald's network. The company pays taxes to the state and local budgets of the country. Today 68 McDonald's establishments operate in 20 cities of Ukraine.

McDonald's restaurants are famous all over the world. McDonald's sells 75 burgers every second, and 1% of the world's population eats every day at McDonald's.

McDonald's opens a new restaurant every 4 hours, and 100 billion burgers were sold at McDonald's.