

McDONALD'S: PRINCIPLES OF SUCCESSFUL BUSINESS

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Розглянуто історію створення найбільш відомої мережі ресторанів швидкого харчування Макдональдз (McDonald's), а також принципи організації роботи, що сприяли досягненню успіху на світовому рівні.

McDonald's is the leading global foodservice retailer with more than 30,000 local restaurants serving 52 million people in more than 100 countries each day. More than 70% of McDonald's restaurants worldwide are owned and operated by independent local men and women.

It is one of the world's most well-known and valuable brands and holds a leading share in the globally branded quick service restaurant segment of the informal eating-out market in virtually every country in which they do business.

McDonald's serves the world some of its favorite foods - World Famous French Fries, Big Mac, Quarter Pounder, Chicken McNuggets and Egg McMuffin.

The business began in 1938, with a restaurant opened by siblings Dick and Mac McDonald in San Bernardino, California. Their introduction of the "Speedee Service System" in 1948 established the principles of the modern fast-food restaurant. The present corporation dates its founding to the opening of a franchised restaurant by Ray Kroc, in Des Plaines, Illinois on April 15, 1955, the ninth McDonald's restaurant overall. Kroc later purchased the McDonald brothers' equity in the company and led its worldwide expansion.

Most standalone McDonald's restaurants offer both counter service and drive-through service, with indoor and sometimes outdoor seating. Drive-Thru, Auto-Mac, Pay and Drive, or McDrive as it is known in many countries, often has separate stations for placing, paying for, and picking up orders, though the latter two steps are frequently combined. In some countries "McDrive" locations near highways offer no counter service or seating.

With the successful expansion of McDonald's into many international markets, the company has become a symbol of globalization and the spread of the American way of life. Its prominence has also made it a frequent topic of public debates about obesity, corporate ethics and consumer responsibility.

TABLE SETTING

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Ритуал сервірування формувався поступово та змінювався впродовж кожної епохи. Як він виглядав у минулих століттях? Чим вирізняється нині? З чого потрібно починати? У чому тонкощі цього процесу? Взагалі – як правильно сервірувати стіл? Сервірування столу – це предмети його оформлення, скатертину, посуд, прибори, серветки. Сервірування повинно не тільки відповідати естетичним вимогам, а й забезпечувати зручність у спілкуванні між учасниками трапези.

There are two main types of table settings: formal and informal. A formal table setting is usually set for a meal that will have many courses and a variety of wines. For a formal meal, each place setting will need the appropriate number of plates and cutlery. You may have wait staff changing out courses, so the initial setting will only need the appropriate dinnerware for the first course..

Once you have planned for the appropriate dinnerware for each guest, give attention to the more decorative aspects of a table setting. First to consider is the table covering. For a more formal event, use a tablecloth. This can be in any color or design. Select something in keeping with the theme of the meal; the most formal selection is simply white. To add a touch of color, consider using place mats on top of the tablecloth to add a decorative touch to the table setting. For a very casual meal, you may choose to simply use place mats alone. For young children, select plastic or other easily cleaned table coverings. Next are your centerpieces. These should be very low. You may use flowers, but avoid tall vases as they will obstruct the view across the table. Low-laying candles or dishes of floating candles and flowers are ideal selections.