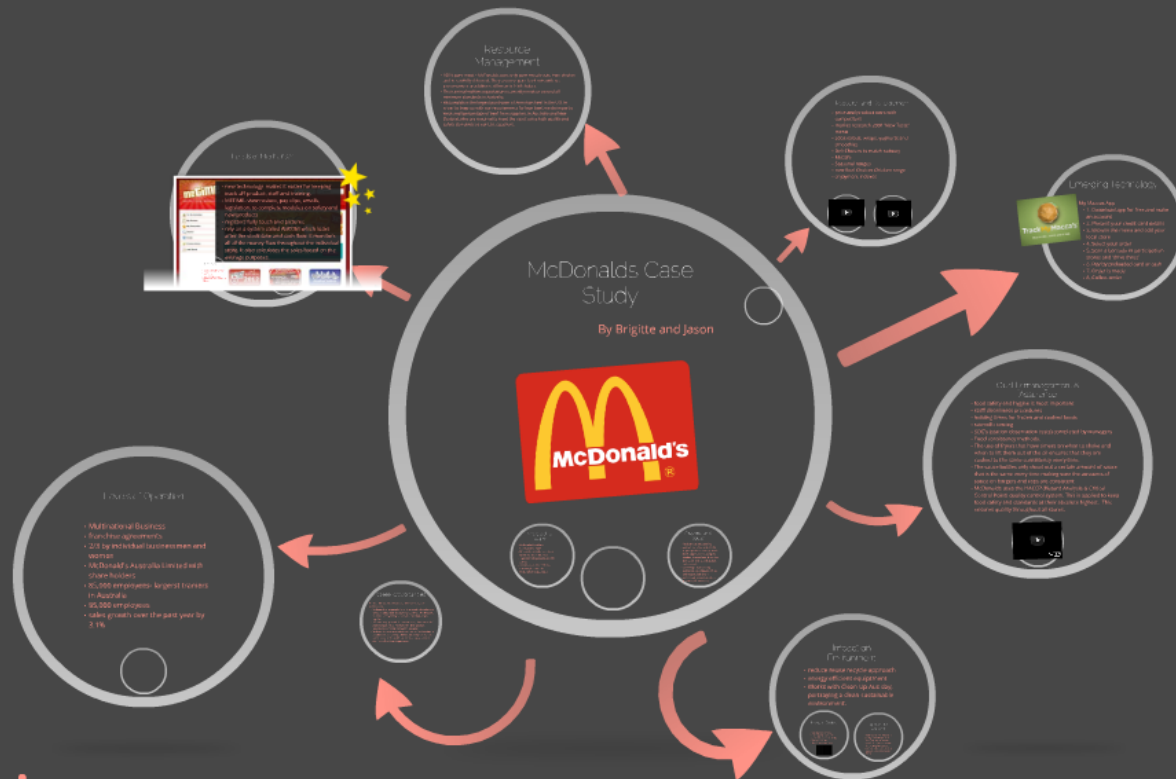


# Australian Food Industry











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McDonald's Online

# McDonalds Case Study

By Brigitte and Jason



## Where did it all begin?

- McDonald's Brothers  
Hamburgers 1954
- Milkshake machine salesman  
by the name of Ray Kroc
- 1960 he had opened over 200 stores
- \$3 million and by 1965 the company became the McDonald's Corporation



## Organisation & Sector

- food service and catering
- economically fast and simple way to purchase quality meals
- hamburgers, cheeseburgers, chicken, french fries, breakfast items, soft drinks, milkshakes, and desserts
- operating a high quality, sustainable, profitable, ethical and responsible chain committed to use Australian produce (8% overseas)

## Career Opportunities

- Within a McDonald's restaurant, there are many job opportunities.
- McDonald's hires people from 14 onwards who take on a range of duties such as: cleaning, cooking, drive through, front counter, working in McCafé or putting burgers together.
  - The next step upwards is a crew trainer, then crew chief, shift manager, part time manager, then assistant manager, then finally restaurant manager.
  - McDonald's offers crew scholarships, the fund consists of 20 different scholarships. McDonald's crew also have the



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## Levels of Operation

- Multinational Business
- franchise agreements
- 2/3 by individual businessmen and women
- McDonald's Australia Limited with share holders
- 85,000 employees- largest trainers in Australia
- 85,000 employees
- sales growth over the past year by 3.1%





