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# **Ray Kroc**

Ray Kroc is an American entrepreneur who changed the concept of Fast Food in the world. He was born 1902 in Illinois, USA and died 1984 in California, USA.

Ray Kroc started his career as a salesman for Milkshakes salesman who used to go around the United States to offer his Product to restaurants.

One day he got a purchase offer for Eight Milkshakes which was his largest order, after selling the products he visited the restaurant and here comes the **opportunity**, Ray ordered a sandwich priced “15” cents and he was amazed of the **speed of service** and the **new concept** of food serving.

This incident would not be important for most of the people, but Ray had the **Passion** of Business Potential and he immediately take the opportunity. In year 1954 he contacted the owners of the restaurant (the McDonald Brothers), who only had one branch, and offer them to open new branches as a Franchise.

Ray wanted his business to succeed, hence he thought what would be his **success factors**, so he worked on some factors that would help him to make his dream comes true, he focused on:

* Giving a **new experience** to customer that includes product with **quality** and affordable **price**
* **Speed of service** that would differentiate him from other competitors
* Kitchen **design** that would help him to achieve speed of service.
* **Standardization** of operation to insure the same taste in all restaurants.
* **New business concept** which is franchising that would help him to expand.

Ray passion did not stop there, in year 1961 he purchased the share of McDonald brothers in the company and started to expand internationally.

When Ray Kroc died, McDonalds Chain had 7,500 restaurants in the United Sates and operated in 31 countries.

Ray built a strong and solid business that did not disappear when he died, in the contrary, the company kept growing, opening more locations and operate in more countries.

Now McDonalds is one of the iconic business in the word with more than 40,000 Restaurant in 109 countries with a revenue of 23 billion and Net Income of 7.5 billion in year 2021.