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## McDonalds franchise manual pdf

DEVELOPMENT FRANCHISE AGR-YME (TRADITIONAL) (City, STATE)(Address) UC: File #: FRANCHISE AGREEMENT THIS GERACHISE AGREEMENT ( Franchise ) made this \_ day oft operation oft a McDonald's restaurant ingent init(the Restarat) by and between: , for the McDONALD'S USA, LLC, a Delaware limited liability company, (McDonald's) and (collectively Franchisee) for the, granting the Franchisee the rights engant to operate the Restaurant. Taking into account the mutual rights and obligations contained herein, McDonald's and the Licensee agree as follows: 1. Nature and Scope Of Franchi/ise. (a) McDonald's operates a restaurant system (McDonald's system). The McDonald system is an integrated system for continued development, operation and maintenance of McDonald's restaurants that have been developed and developed for retail sale, a limited menu, uniform and quality food products, emphasizing direct and polite service in a clean, healthy atmosphere, which is built to be attractive to children and families and includes proprietary rights to certain valuable trade names, service marks, and trademarks, including the trade names McDonald's and McDonald's Hamburgers, designs and color schemes for restaurant buildings, signs, equipment devices, types and specifications for food products, methods, inventory and control of operations, accounting and accounting, as well as manuals covering business practices and policies. The McDonald's system operates and is widely advertised within the United States of America and in some foreign countries. (b) McDonald's has the right to approve the adoption and use of the McDonald's System in the Restaurant. The rights granted to the licensee to operate the restaurant are defined fortress in this franchise, including the lease of the operator (Lease), which is attached here as ExhibitH A, incorporated -d into this franchise. (c) The establishment of the McDonald's system and the essence of this franchise is Franchisee's adherence to The Standards and Policies of McDonald's which provide for the uniform operaton of all McDonald's restaurants under the McDonald's system, including, but not limited to, the service of only specified foo products and beverages; the use only of pre-intended equipment and layout and building designs; strict adherence to The McDonald's designated food and beverage specialists and standads for quality, service and cleanliness in the operation of the restaurant. Franchisee's compliance with the above standards and policies in conjunction with McDonald's trademarks and the -ervice brand provides the basis for mcdonald's valuable goodwill and broad family acceptance. In addition, the and maintaining a cose personal working relationship with McDonald's in the conduct of Franchisee's McDonald's restaurant business, the reimbursement of the debts contained in this franchise, and respect for its principles The system is the essence of this Franchise. (d) The provisions of this Franchise should be interpreted to bring into force the intention of the pares referred to in this paragraph (i) so that the restaurant will operate in accordance with the McDonald's System through strict adherence to McDonald's standards and policies as they exist now and as may be from time to time modified. e) Franchisee recognizes franchisee's understanding of McDonald's core business policy that McDonald's wil grant franchises only to those individuals who live on the site of their McDonald's restaurant, in fact hold the entire share capital in the restaurant business and its profits, and who wil work full-time in their McDonald's restaurant business. The licensee represents, warns and agrees that the Licensee actually holds the full share capital in this Franchise and the profits from the operation of Resaurant, and that the licensee retains that interest during this Franchise, unless otherwise permitted in accordance with the terms and conditions of this Racchise. Franchisee agrees to furning McDonald's with such evidence as McDonald's can request, from time to time, in order to ensure McDonald's that franchisee's interest remains as represented herein. (1) The licensee agrees to make McDonald's all required payments under this Franchise, including, but not limited to, the payments set out in paragraphs 8 and 9 hereof and in paragraph 3.01 of the Leae. All payments required herein constitute a single financial angement between Franchisee and McDonald's which, in their entirety and without taking into account any names or descriptions, reflects the value of the license made available to the franchisee by McDonald's in this Franchise and the services provided by McDonald's during this term 2. Franch/ise Grant and Mount. .. (a) McDonald's gr--nts to Licensee for the following stated term the right, license and privilege: 2 (i) to adopt and use the McDonald's System in the Restaurant; ii) advertise to the public that franchisee is McDonald's franchisee; (ii) adopt and use, but only in relation to the sale of food and beverages designated by McDonald's in the restaurant, brands, trade and service mark that McDonald's defines, from time to time, as the McDonald's system itself; and (iv) occupy the Restaurant as provided herein. NGHTs granted under this franchise are limited to the restaurant only. (b) The period of validity of this franchise shall begin and end, unless it expires, in accordance with the provisions of this 3. McDonald's General Services. McDonald's will advise and consult with Franchisee periodically at the COMection with the operation of the Restaurant and also, at franchisee's request, at other reasonable times. McDonalds will communicate with franchisee know,bow, new developments, techniques, and improvements in restaurant management, food preparation, and service related to running a restaurant using McDonald's TBE System. The shall communication can be achieved with visits from business consultants, pnted and fimed report, seminars, and mailngs newsletter. McDonald's also makes available to franchisee all additional services, facilities, ngrts, and privles about the operation of the restaurant that McDonald's generally makes available, from time to time, to all its franchisees who operate McDonald's restaurants. 4. Manuals. McDonald's provides Franchisee with bus manuals prepared for use by McDonald's restaurant franchisees similar to the restaurant. The business manuals shall contain detailed information, including: (a) the required operating procedures; (b) methods of stock control; (c) accounting and accounting procedures; (d) business practices and policies; and (e) other management and advertising policies. The licensee hooks to adopt and immediately use the types, methods and the policies contained in the business manuals, now and as they can be modified by fime in time. Franchisee acknowledges McDonald's that or affiliates own all proprietary ngrts within and in McDonald's system and that the information disclosed in business manuals, as a whole, are confidential trade secrets. Without the consent of McDonald's Pnor wrien, the Licensee will not disclose the contents of the business manuals to any person other than Franchisee employees for purposes solely related to the operation of The Resistant, nor will it franchi-e renmt or reproduce mauals in whole or in part for any puree other than the consolidation of employees in the operation of the restaurant. Such manuals, as amended from time to time, and the policies contained therein, ar incorporated into this Franchise with reference. S. Advertising. McDonald's employs both public relati--ns and advertising specialists who shape and drive from national and local advertising programs to McDonald's system, a franchising dynasty that can dominate an industry. When it comes to franchise business, there may be no other intrusive franchising empire that has achieved such a high level of efficiency and finding ways to make business from Boston to Hong Kong run like a well-oiled The image of the company that customers have as a happy place where they get the food they like is one that is made from the McDonalds business manual up. This image doesn't just fall from the sky. It comes from discipline at all levels of the business. It takes a careful mix of discipline and tender affectionate attention from the company mother ship franchising franchising Keep thousands of McDonald's restaurants on the line, but happy and working hard at the same time. This discipline is put into the McDonalds business manual so that franchise owners know well how to create an army of hard workers who are also happy workers. It's no secret that people who work at a McDonalds make low wages and that there's high turnover because of that. The McDonalds operating manual sets out a plan to keep those low paying positions filled with good people serving customers in a way that brings them back for more McDonald's food over and over and over again. Its all about offering customers consistency A fact of life that most people accept the same way they accept that the sun rises and mosquitoes bite in the summer is that when you go to a McDonalds, it will always be the same experience. This is also a corporate ethic that McDonalds made a cornerstone of their operation when it set out to franchise the company. This consistency is something that the McDonalds business manual is set down to the color of bathroom tissue and the type of light bulbs to put in. No matter if you go to a McDonalds in Florida, Idaho, Canada or Saudi Arabia, you'll see a restaurant that's identical to every other McDonalds in the world in almost every way. There are adjustments made for culture in their international stores, but the McDonalds operating manual places a huge priority on making sure that when customers come to McDonalds, they get exactly what they expect in terms of good food, a clean environment and helpful employees. This consistency is a huge reason why the McDonalds operating manual has created such success for the chain. Truck drivers know that if they want a good cup of coffee, go to McDonalds. Parents know that the food they get for their kiddos at McDonalds will satisfy the little tykes and that it's essentially a worthwhile meal for the buck, they can trust McDonalds. That's why for millions of customers going to McDonalds is as much a part of life as going to see Grandma or the weekly trip to the grocery store. And that's why it's a good move for any promising fast food franchising chain to study the McDonalds operating manual to learn the secrets of the amazing success that can be found there. There.