

Ray Kroc

Anthony Altamirez

Orientation to Business

Mrs. Perry

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Biography

- Born in Illinois on October 5th 1902
- Founder of the McDonald Corporation
- Began to work at an early age



Company

- Kroc found a very interesting restaurant
- A Restaurant owned by two brothers, who used a limited menu
- Came up with the idea for McDonalds around the world



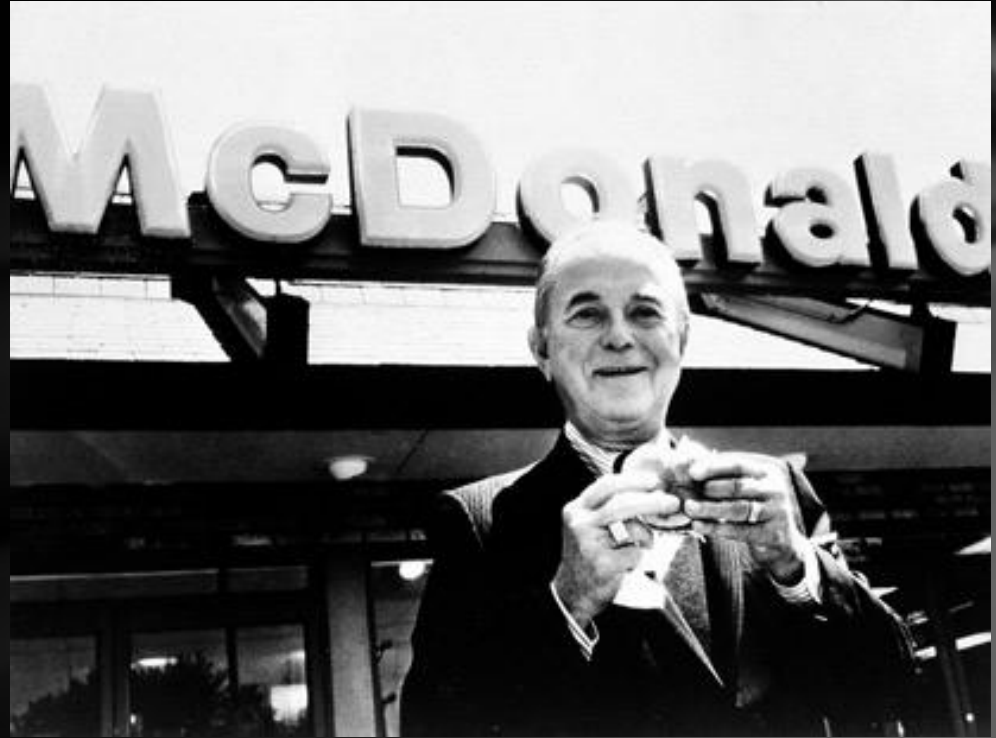
Key to Success



- Got the rights to sell the McDonald's way
- Opened his first restaurant in Chicago
- Ray launched a training program called Hamburger University
- Trained to run successful McDonald's

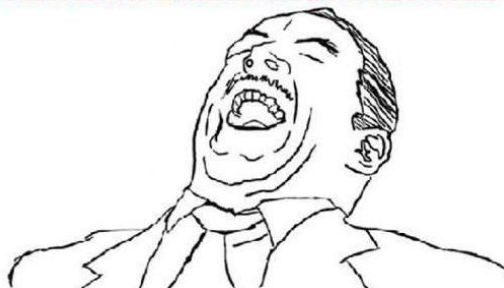
Conclusion

- Even though he was in a wheelchair he never stopped working
- He later died on January 14, 1984
- His passion for fresh quality still lives on today
- Making restaurant's around the world successful





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Always Making You Smile

McDonald's advertisement for the Angus Third Pounder burger. The ad features the golden arches logo and the slogan "i'm lovin' it". The text reads "THE ANGUS THIRD POUNDER...GET YOURS TODAY!". The ad shows two burgers: a smaller one and a larger one. A circular seal says "100% ANGUS BEEF POUNDER". At the bottom, it says "GET A FREE BIG MAC® WHEN YOU VISIT LIMCDONALDS.COM AND REGISTER!".

