

# [The sees franchise potential, he eventually convinces](https://assignbuster.com/the-sees-franchise-potential-he-eventually-convinces/)

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The film begins in 1954 withRay Kroc (Michael Keaton) as a struggling, travelling sales assistant for a milkshakemixer company. He observes how insufficiently run most drive-ins that he sellsto are. Until one day he gets a call to order an abnormally large number ofmixers in San Bernardino, he visits California to find the highly popular walk-uprestaurant McDonald’s. He quickly becomes interested in the quick service, high-quality food, and family-friendly environment. Ray speaks with the brothersbehind the business, Richard “ Dick” McDonald (Nick Offerman) and Maurice “ Mac” McDonald(John Caroll Lynch) who have created a strong work ethic in the workingenvironment. They explain how they thought of the concept of McDonald’s and howthey developed the service to be lightning fast while still having high qualitymeals that are prepared in 30 seconds.  Kroc becomes impressed with their system andsees franchise potential, he eventually convinces the brothers to allow him to handletheir franchising attempts on the condition that all adjustments be approved bythe McDonald’s brothers in writing, the brothers hesitantly agree thinking backto failed franchising attempts.

Ray begins building in Des Plaines, Illinois. He aims at middle-class investors after not having committed wealthy investors andsees new franchises opening across the Midwest, he soon meets Rollie Smith (PatrickWilson) from Minnesota who wishes to invest with his wife Joan (Linda Cardellini), who Ray becomes allured to. Despite the success of the franchise, rayfaces financial difficulties and asks the brothers for a higher percentage ofthe profits. Ray finds a solution to this by becoming involved in real estate, with the assistance of Harry Sonneborn (BJ Novak) his sales office is renamedto the Franchise Realty Corporation. Back at home Ethel and Ray continue to have apassive-aggressive relationship and later files for divorce. Ethel can acquireall his assets but cannot have a single share of McDonald’s. Ray introduces a cost-saving insta-mix intothe McDonald’s restaurants which the brothers don’t agree upon.

They becomeshocked to learn that ray is now the president and CEO of a corporation withlandholdings in 17 states which leads Mac to go into a diabetic shock. Ray visitshim in hospital and hands them a blank check with the intention of buying thecompany