

# An illustration of a multinational corporation case studies examples

[Business](#), [Company](#)



A multinational establishment is an organization that is located in several countries and defines what foreign direct investment is about. McDonalds is a good instance of a multinational corporation in the food industry. The company was started by two siblings, Richard and Maurice McDonalds in the year 1948. In 1955, the company was purchased by Ray Kroc from the two brothers. He then grew the company to what it is today.

The company started as a barbeque restaurant and later incorporated hamburger in their menu. As the company kept expanding and reaching out to several parts of the world, it was forced to include several other varieties in their menu. This was done so as to cater for the company's diverse customer's needs. Today the menu contains all types of hamburgers, chicken, several types of fries and also breakfast items. The company also has salads, wraps, fish dishes and different types of varieties (Love p. 23).

The company has established its restaurants' retail stores in more than 119 countries. In other terms, it is hard to go to any country without finding a MacDonald's restaurant somewhere within that country geographical boundary. Starting from; all U. S states to countries in Asian and Australian continent. The company sells its products to a minimum of sixty- five million people in the world. The customer's numbers are recorded on a daily basis. This shows the company makes many profits in a day. The company has a total of thirty-five thousand retail shops that are spread all over the world. The company also has headquarters where their main management company and officials are located. The headquarters are three in one places; one is Oak Brook and Illinois states in USA (Love p. 35).

In conclusion, we see that Goggle is a multinational corporation that is

centred in U. S. However, the company has established a lot of retail stores in other countries, therefore, serve as a good instance of a foreign direct investment.

### **Works Cited**

Love, John F. McDonald's: Behind the Arches. New York: Paw Prints, 2008.