

139 ed week 5

Business



Franchise The franchise that I would prefer to open would be a franchise of McDonald's. I want to open and own a franchise of McDonald's because it is one of the most popular food and beverage chains throughout the world. Due to its popularity the brand has been able to secure healthy sales and revenue figures for the past three years and the sales have continued to increase. The sales figure of McDonald's during the period of 2011 was more than \$18000 million and during the period of 2013 the sales had increased by almost 3 percent and the company has secured sales worth \$18, 875 (Aboutmcdonalds. com, 2015). Other than the growth of revenues the company has even experienced hefty increase in its profitability between the periods of 2011 to 2013. Between the periods of 2011 to 2013 the profits of the company has increased by more than 83 million. Other than its profitability the company has even been ranked as one of the best franchise by USA Today and other trade magazines. The information regarding the financial operations and the profitability of the company are quite easily accessible through the website of McDonald's. According to the list provided by Entrepreneur Magazine the best and the most lucrative franchise belong to the hotel industry, fitness industry, fast food industry such as McDonald's and Subway as well as grooming industry such as hair salons (Entrepreneur, 2015). Most of the top franchise as listed by the magazine is food chains such as Pizza Hut, McDonald's and various others.

Works Cited

Aboutmcdonalds. com,. Financial Highlights :: Aboutmcdonalds. Com. N. p., 2015. Web. 6 Feb. 2015. < [http://www. aboutmcdonalds. com/mcd/investors/financial_highlights. html](http://www.aboutmcdonalds.com/mcd/investors/financial_highlights.html)> Entrepreneur,. 2015 Top

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