

Movie: The Founder

Answer the questions below while watching the film *The Founder* about the foundation of McDonalds and the birth of fast food in North America. Take note which questions are worth more marks. **/20**

1. Even though drive-in restaurants were already popular in America in the 1950's, they were not as successful as the fast food restaurant owned by the MacDonald brothers. List three reasons for this lack of success. /3
 - 1.
 - 2.
 - 3.
2. What production techniques did the Mac Donald brothers apply in their business to differentiate themselves from other similar restaurants? /1
3. Why were the MacDonald brothers reluctant to expand their business? /1
4. What are common business expansion challenges? /2
5. Why did the rich franchise owners from Ray's golf club fail in their business? /1
6. What did Ray Kroc want to do to lower the costs? Why did the Mac Donald brothers refuse to do it? /1

7. What did Harry Sonneborn, the financial expert, advise Ray Kroc to do to make more profit? /1

8. What happened to the MacDonald brothers at the end of the film? Why? /2

9. Which adjectives would you use to describe (e.g. curious – risk-taker – resourceful– ethical – greedy – persistent) /2

Mac and Dick McDonald



Ray Kroc



10. Do you think that Ray Kroc is a good entrepreneur? Justify. 10) /2

11. In your opinion, what was the mistake the MacDonald brothers made? /1

12. How ethical were the actions of Ray Kroc? How do his actions compare to the values espoused by organizations like the American Marketing Association? /3