The Founder

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Ray Kroc did ten different things to advance the business of franchising in the long run. The historical details of the franchiser tells that Ray Croc pursued career in the field of sales and he showed great admiration to achieve success in his career path.

The experience of Ray Kroc showed that he had a vast experience in managing the franchise business. He remained active in the business for approximately 30 years and he was popular for founding, popularizing and purchasing McDonalds.

With his strategy, Kroc's managed to outspend his brothers in litigation. Kroc purchased the company from brothers for approximately $2.7 million.

It was financially bankrupt idea of Kroc to build up McDonalds. In an effort to promote the business, he failed to give raises to some of the most valuable employees of the company.

For every franchise being sold by Kroc, approximately 1.9 percent of gross sales was collected by Kroc. He sold many franchises but he was quite surprised to know that he cannot made enough money to bear his own expenses (even after the selling of franchises).

Different negotiations on payment terms were made between Ray Kroc and the two brothers. Initially, Kroc showed an agreement to a complicated contract, which stipulated that all decisions of the business should go through brothers of McDonalds.

As initial investment, I expect that a person has to invest in millions to get over the control of the popular business franchises.

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In the movie, Ray Kroc was paying rent for the land at which he started his operations. Kroc had a background of a real estate business, therefore he did not find any difficulty in dealing with the issues of land.

Kroc did not face any obligations concerning the purchase or lease of land or goods.

Franchiser did not offer any financial programs in the movie.

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Reference

The Founder. Retrieved from https://www.vudu.com/content/movies/play/854693/ADVERT_CONTENT?returnUrl=%252Fcontent%252Fmovies%252Fdetails%252FThe-Founder%252F854693

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