

Leaders wanted

The entrepreneur's guide to opportunity with McDonald's



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Your determination has paid dividends

With grit, courage, intelligence,
and wisdom, you've found success
and you've reaped rewards.

Others might reach this place in life
and opt to slow down and take it easy.

But not you. You know you can't wait
for your purpose to find you.

You have to create it.



Harris Liu
Sacramento, CA

You've proven yourself and so have we

For almost 70 years, we've found that amazing things happen when proven leaders harness the McDonald's System to build a legacy and make their mark.

“There is no such thing as standing still: we are always either going forward or going backward.”

– Ray Kroc

Define your American Dream

The Golden Arches have been a gateway to success for countless entrepreneurs. Our framework for excellence has helped individuals create generational wealth while enriching their communities, grow as leaders while teaching others to develop new skills, and build their legacy while helping to shape the future of one of the world's most iconic and beloved brands.

More than

95%

of the McDonald's restaurants in the U.S. are operated by Franchisees.

Kerri Harper Howie
Los Angeles, CA



You have plans, we have a playbook

As a Franchisee, you enjoy independence and flexibility while the McDonald's global brand helps you deliver on our core principles of quality, service, value, and cleanliness. From our 12+ month training program to award-winning advertising and marketing, you're set up for the kind of success that creates a legacy.

Local Operations Officers make sure you have access to expertise when you need it.



Nicole Harper Rawlins
Los Angeles, CA

McDonald's is more than a restaurant

As an entrepreneur, you know money isn't the only measure of success. Some of the richest rewards can never be put in a bank. Our Franchisees donate backpacks at the start of the school year, provide hot meals to first responders, sponsor youth sports teams, provide scholarships to students, and more.

Harris Liu
Sacramento, CA



A McDonald's franchise is a platform for impact

Franchisees work together in diversity associations to drive positive change in their communities. The McDonald's Hispanic Owner/Operators Association (MHOA) started the Hispanic American Commitment to Educational Resource (HACER) scholarship program in 1985 to help serve our communities and help high school students pay for college.



Leonardo Lopez
Orlando, FL

“I am surrounded by a team of motivated individuals who are a positive force for change in the community and the organization.”

– Harris, McDonald’s Franchisee



Harris Liu
Sacramento, CA

You've got this and we've got you

A McDonald's Franchisee doesn't have to worry about some of the biggest challenges other restaurant owners face. While you're taking care of your employees and your customers, you have one of the most recognizable brands in the world providing you with resources to help you and your employees thrive.

McDonald's offers local and national support in:

Operations

HR

Real Estate

Construction

Purchasing

Equipment Maintenance



Pictured above:
Leonardo Lopez and staff
Orlando, FL

Help build a brand that looks like America

Our doors have always been open for prospective Franchisees to find us. Today, we're actively recruiting top leaders whose unique strengths and diverse backgrounds enrich the McDonald's brand.

Pictured clockwise from lower left:

Kerri Harper Howie (Los Angeles, CA) **Leonardo Lopez** (Orlando, FL),
Nicole Harper Rawlins (Los Angeles, CA), **Harris Liu** (Sacramento, CA)



“We are a global company made of local entrepreneurs. People who are part of the community, who are in our houses of worship, who are in the Chamber of Commerce. They are part of a global brand that people trust.”

– Brad Bogan, McDonald's
Vice President of US Franchising

That trust is why more than 60 million people choose to make McDonald's part of their lives every single day. It's why McDonald's has created enormous opportunities for multiple generations of entrepreneurs. And it's why we want to attract the next generation of McDonald's Franchisees — people who've earned their success and are ready to lead in a new direction.

See how becoming a McDonald's Franchisee can help you make your mark

[Learn more](#)

Nicole Harper Rawlins
Los Angeles, CA

