

Company Brief: McDonald's Corporation

FACT SHEET

Founded:

1955

Des Plaines, Illinois

Headquarters:

McDonald's Plaza

Oak Brook, IL 60523

Telephone: 630-623-6198

Core business:

Quick-service restaurant businesses

Principal stock exchange:

NYSE

Trading symbol:

MDC

Independent auditors:

Ernst & Young LLP

TEAM ASSIGNMENT

1. Research the company and present your findings to the class. Include a discussion of financial information, products and services, and business strategies.
2. As a group, answer the following questions:
 - a. What did you learn about this company as a result of your research?
 - b. Would you recommend investing in this company? Why or why not?
 - c. If you were a manager for this company, would you implement any changes? If you answered "Yes," describe the changes that you would implement and the reasons for the changes. If you answered "No," provide reasons for your answer.