

**Consumer Studies 1202 /25**

**The Founder Assignment Name:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. What does Ray Kroc sell to restaurants at the beginning of the movie? (1)

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1. How many milkshake machines does McDonald's order from Ray Kroc? (1)

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1. When Ray Kroc went to McDonald’s for the first time, how much did his hamburger, french fries and drink cost? (1)

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1. What was the purpose of drawing out the new design of the kitchen on the tennis courts? (2)

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1. What did Ray Kroc suggest to the McDonald’s brothers to grow their business? (1)

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1. Why did the McDonald’s brothers not want to franchise their business? (2)

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1. Why does Ray Kroc want to renegotiate his contract with the McDonald’s brothers? (2)

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1. What does Joan suggest as an idea to lower the cost of the electric bill for the freezers? (2)

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1. What does Harry Sonneborn suggest Ray Kroc do to change his business model? (2)

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1. Finish the statement: (1)

Contracts are like hearts,

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1. According to Ray Kroc, what is the one thing that makes McDonald’s special? (1)

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1. Where does Ray Kroc open the new McDonald’s location in San Bernardino? (1)

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**Reflection**: Do you think the McDonald’s brothers did the right thing by selling out to Ray Kroc? Did Ray Kroc give the brothers a good deal? Does this change your view of McDonalds? What are you overall thoughts about the movie? Write your reflection - ***you need at least 2 paragraphs*** (8 marks)

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