



## ***Business Science Virtual Film Series***

### **REFLECTION QUESTIONS**

After watching the film, review the Forbes article at <https://www.forbes.com/sites/bradauerbach/2017/01/20/business-lessons-from-ray-kroc-the-founder-mcdonalds-story/>.

Then respond to the follow questions in a two- to three-page, double-spaced, 12-pt font reflection paper.

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1. The film tells the origin story of the golden arches, one of the most recognizable trademarks in the world. Kroc's firm belief that he has seen the future of fast food (without that genre ever being named) is met with the usual resistance. Now that we know the perils of the fast food business, was Kroc a hero and savvy businessman? Or a designer of unethical dietary peril? Support your opinion.
  2. The franchising business begin to get traction and Kroc believes he is on his way to success. But after cajoling a few country club members into buying franchises, he realizes that consistency across restaurants is a challenge. One unit is selling corn on the cob and fried chicken, another is a trashy mess. What was Eric's best solution to develop a consistent franchise brand?
  3. Harry Sonneborn tells Kroc, "You're not in the hamburger business, you're in the real estate business." Explain what he means by that. Think of other industries. Name/Explain another corporate brand that isn't in the business it appears to be in.
  4. Consider that Kroc steamrolled across the country with his strategy. His superior financial position afforded him the position to outspend the brothers in litigation. Do you think Kroc owed (or McDonald's still owes) the McDonald's family the royalties they argue they are due even all these years later. Defend your position.