Ray Kroc: McDonald's Entrepreneur

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Process Paper

When we chose Ray Kroc and the McDonald's Corporation as our topic, our choice was out of a deep passion for the company and its policies. McDonald's is a global fast-food chain and the leader of the fast-food industry. Any change McDonald's has, Burger King, Wendy's, and other are sure to follow. While we did consider other options such as the Coca-Cola Company, McDonald's had the most defined and apparent leadership qualities a corporation could have, and Ray Kroc was its key leader, along with the McDonald brothers.

One of the most useful methods of finding sources was through Google. The internet allowed us to search through various sources and compare them at the same time, as well as verify claims made in all other sources. While we had physical books from our local libraries, sources online were easier to search through to find specific sections or quotes of what we were looking for. The easiest sources to find would be the court cases and background information of Ray Kroc, both of which are well-known and best associated with McDonald's history.

Library sources were limited, and some physical book sources we could not find, such as Ray Kroc's book *Grinding It Out*. Other information that was difficult to find would be the original founders of McDonald's, the McDonald brothers, Richard and Maurice. This was due to the abundance of information on Ray Kroc, who brought the corporation to its continuing prime. Another issue we had with creating the project was how Weebly would not always cooperate with what we were trying to do. Our website drop-downs would only allow us to access that page sometimes, if at all. Another issue with Weebly was anytime we would try to put in videos, the page would glitch and only fix with the video's removal. In addition to this, when we placed any pictures, videos, or text boxes, they would appear in other places on the page in a large size.

This year's National History Day theme is "Leadership and Legacy." Ray Kroc and the McDonald's Corporation perfectly fit in with this category because of the humble beginnings, which eventually led to the company dominating nearly the entire world. McDonald's symbol, the golden arches, are more widely known than the Christian cross. McDonald's ways led to various changes in how food is processed and handled. McDonald's was the first to change how the chickens and pigs they raised were treated, which led to Burger King and others following suit. Another instance of their changing the world was the caution label, which was now required due to *Liebeck vs McDonald's Corporation.* This case, while it was not beneficial to McDonald's, benefitted the rest of the fast-food chain and protected the vast of consumers. McDonald's changed how potatoes were farmed; they were farmed more effectively but at the cost of the environment.