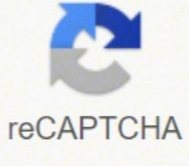




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**Business Studies**

**Investigating Business**

The business I have decided to choose for this assignment is McDonald's. McDonald's ownership is a franchise. McDonald's is a large business with more than 30,000 restaurants in over 100 countries, serving more than 38 million people each day. The company is a private limited company (PLC).

McDonald's is the world's largest chain of hamburger fast food restaurants, serving around 68 million customers daily in 110 countries. The company began in 1940 as a barbecue restaurant operated by Richard and Maurice McDonald. In 1948 they reorganised their business as a hamburger stand using production line principles.

A McDonald's restaurant is operated by a franchisee, an affiliate, or the corporation itself. The corporation's revenues come from the rent, royalties and fees paid by the franchisees, as well as sales in company-operated restaurants. McDonald's primarily sells hamburgers, cheeseburgers, chicken, French fries, breakfast items, soft drinks, milkshakes and desserts.

McDonald's restaurants are found in 119 countries and territories around the world and serve 58 million customers each day. McDonald's operates over 31,000 restaurants worldwide, employing more than 1.5 million people. The company also operates other restaurant brand, such as Piles Café.

McDonald's Corporation earns revenue as an investor in properties, a franchiser of restaurants, and an operator of restaurants. Approximately 15% of McDonald's restaurants are owned and operated by McDonald's Corporation directly. The remainder are operated by others through a variety of franchise agreements and joint ventures.

The United Kingdom and Ireland business model is different than the U.S, in that fewer than 30% of restaurants are franchised, with the majority under the ownership of the company. McDonald's trains its franchisees and others at Hamburger University in Oak Brook, Illinois. In other countries, McDonald's restaurants are operated by joint ventures of McDonald's Corporation and other, local entities or governments.

Eng 209W

Hurley

**A Guide to Formatting Business Letters**



Business letters can get you anything you want if you can write letters that turn people on instead of off.

This class teaches you how to turn readers on with effective business letters. Although many business people today are writing fewer letters and more email messages, you will still find many occasions when letters are required. When you need a formal record of an inquiry, response, or complaint, letters are the best communication channels.

This guide consists of the following:

Parts of Business Letters

4 Business Letter Formats

Organizational Plans for Letters and Memos

- Direct Approach for routine, unpersuasive messages
- Indirect Approach for negative and sensitive messages
- AIDA approach for persuasive messages

**Robert Smith**

Internet Sales Consultant IV

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Email: info@qwikresume.com  
Website: www.qwikresume.com  
LinkedIn: linkedin.com/qwikresume  
Address: 1737 Marshville Road, Alabama

**SUMMARY**

Internet Sales Consultant IV with 18 plus years of experience in the Automobiles domain seeking a challenging position within an industry that supports philosophies centered on impeccable work ethics, client satisfaction, and the belief that the people within the workplace ultimately contribute to the success of the vision. I am an assertive self-starter demonstrating multiple and complex operational matters on a daily basis.

**SKILLS**

Active Listener, Communication, Critical Thinking, Writing, Social Perceptiveness, Reading Comprehension, Active Learning, Complex Problem Solving, Judgment And Decision Making.

**WORK EXPERIENCE**

**Internet Sales Consultant IV**

Pohanka Honda Of Fredericksburg - May 2010 - Present

- Responding to internet sales leads from various customers throughout the Northern Virginia area.
- Actively turned those sales leads in established appointments with our clients.
- Conducting the sales presentations and demonstration rides to sell automobiles to our clients.
- Assisting in the process to sell the vehicle and process the transaction through the various departments of fi, service, and post-delivery to our clients.
- Launched and managed internet sales business unit, including establishing referral base and identifying prospective customers, coordinating sales transactions, and negotiating price and product add-ons.
- Established baseline financing for finance managers review, conducted the pre-delivery inspection, and the prepared vehicle for client pick up.
- Interacted with owners to develop sales strategies that meet corporate objectives.

**Internet Sales Consultant**

ABC Corp - November 2000 - September 2009

- Maintained the consistent sales with a focus on customer service, which aids in retaining the customer base.
- Appointed to the internet dept requires exceptional follow-up skills, which was recognized as one of my many strong suits.
- Answered customers questions regarding products, prices, and availability.
- Emphasized the product features based on analysis of customer's needs.
- Collaborated with colleagues to exchange selling strategies and marketing information.
- Taught potential clients about products through seminars and other special events.
- Responded to all customer inquiries in a timely manner. Used networking opportunities to create successful, on-going business relationships.

**EDUCATION**

Management System - 2000 Knowledge Of BOSS And AT&T Support Center Applications )  
Bachelor Of Arts In Political Science/Pre-Law - May 1981 (Norfolk State University - Norfolk, VA )  
Graduate Certificate In Project Management - (DeVry University - Keller Graduate School Of

[Your Name]  
[Street Address]  
[City, St Zip]

[Today's Date]

[Name of Recipient]  
[Title]  
[Company]  
[Address]  
[City, St Zip]

Dear [Name of Recipient]: (If unknown, use To Whom It May Concern:)

[Short introduction paragraph, stating purpose]

[Additional information]

[Closing information, summary or thank you as appropriate]

Sincerely,

[Sign here for letters sent by mail or fax]

[Your Name]  
[Title - if applicable]

Enclosures: #  
CC:





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