

# Just the Job Information Sheet

## **Job title**

McDonald's Owner Operator

## **Job description**

The McDonalds business is kicking into its 38th year, and in 2013 we have solid expansion strategies across New Zealand and big plans for growth. As part of this, a number of new restaurants are planned, and that means the hunt is on right now for new franchise owners.

The successful future of our business lies in our people – our employees and our Franchisees. McDonald's has always been a franchising operation and has relied on its Franchisees to play a major role in our success. We have exceptional Franchisees who work the front line everyday and having that personal entrepreneurship in direct contact with our customers and communities is a big competitive advantage of McDonald's. We believe that a Franchisee can deliver better operations and results than the company can by operating the restaurant.

Approximately 80% of our restaurant businesses in New Zealand are owned and operated by Franchisees. In New Zealand, McDonald's has more than 160 restaurants together employing over 10,000 people. It's all due to Quality, Service, Cleanliness and Value and the McDonald's System of Franchising which, we believe, operates better than any other.

What makes our System unique is our business model of the three legged stool. This concept of a partnership between the three legs of the stool – Franchisees, suppliers and our employees - is one that ensures our strength.

The brand is iconic, the business model is proven and the training and systems are world-class. It stacks up well from an investment and long-term career perspective.

Being a McDonalds Franchisee is not for the faint hearted, you will be expected to spend 100% best efforts in the business to ensure that you shine under the glow of the golden arches.

## **Qualifications required**

As the Franchisor it is our role to provide clear and positive leadership with vision, competence and integrity. This leadership will ultimately protect the strategic vision of the brand. We will always put the "system first" in our entire decision making process.

Listening and responding to our customers wants and needs through constant innovation have been key drivers to our success. This success places pressure on all parties who have a responsibility to consistently rise to the occasion each time and deliver an exceptional customer experience.

As we must deliver this leadership, we need our Franchisees to do the same in the restaurants and their communities. Having dynamic individuals who are able to create high performance environments within their organisation is crucial. They must also be great Brand Ambassadors and run outstanding restaurants to deliver on our brand promise. Our Franchisees are also the Mr and Mrs McDonald's in real New Zealand. McDonald's has always wanted uncomplicated people who share our simple beliefs and are willing to get their hands dirty to ensure our restaurants provide customers with a quality experience, every day. A key factor in both our growth and the growth of our Franchisees is the care we take in recruiting, screening, training, developing and retaining qualified Franchisees – together with our unique relationship with them.

We're looking for talented people with great a business track record and a passion for working with people. The McDonald's franchise system is a proven business model – it's a real partnership and we want our franchisees to succeed.

### **General requirements**

The franchise documentation we sign together allows you to operate a specific McDonald's restaurant for a period of up to 20 years according to McDonald's standards. McDonald's purchases or leases the land, develops and constructs the restaurant at its own discretion and McDonald's retains ownership of the building. As a Franchisee you equip the restaurant at your expense with kitchen equipment, lighting, signage, seating, landscaping, air-conditioning and décor.

1. You can make your own team. A track record in recruiting and training successful high performance teams, including planning for succession.
2. Creating and implementing business plans with long term and short term objectives.
3. Delivering financial results in a commercial environment.
4. Strong management skills, including managing teams in a high pressure, dynamic workplace.
5. Experience in a high paced customer environment, working in a high-volume, high-turnover industry, whilst putting the customer first.
6. Experience in a highly standardised operational/production oriented environment.

7. Managing capital expenditure for a business that requires ongoing investment.
8. An ability to step up and take accountability for the success of a business and you can operate independently.

### **Training costs**

You're able to commit to our Registered Applicant Training Programme for 10-12 months, depending on your capability. The training programme is full-time and unpaid.

You'll learn about all our systems and we'll train you to do every role in a McDonald's restaurant. And we mean every role. If the idea of cleaning turns you off, you might want to stop reading now. At the end of the Registered Applicant Training Programme you will have all of the skills you need to take over a restaurant and start to apply your own talents to making it a success. The training period is unpaid and full time. This is one of the reasons we require potential franchisees to have accumulated some capital. You will need some financial reserves to call on during the time you are training.

McDonald's devotes significant time and resources to its highly regarded training and evaluation programme. This comprehensive programme is designed to train you in all aspects of operating a McDonald's restaurant and to assist McDonald's in evaluating your potential as a Franchisee.

Most of your training will take place in a McDonald's restaurant. In addition, there are four formal classroom sessions which are spread throughout the Registered Applicant Training programme. The first three are held in our Auckland training centre. The fourth, Restaurant Leadership Practices, is a five day course which is held at the Charlie Bell School of Management in Sydney. Your complete training programme will include seminars, conferences and one on one sessions with corporate staff.

After the satisfactory completion of your training and if McDonald's in its sole and absolute discretion continues to regard you as a suitable person in all respects to be granted a McDonald's franchise, you may be offered a McDonald's franchise. There may be a time delay between completions of training and the offer of a franchise depending on availability of a suitable restaurant, and you will not have a choice of location.

### **Term of Agreement**

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## **How to increase the chances of successfully entering this industry**

McDonald's will be your only business. You cannot work anywhere else except at McDonald's and you've got to be prepared to make an investment of hard work and long hours to reach success.

- You're able to make a significant financial investment – circa \$650,000.00 unencumbered cash funds.
- Once you've completed your training, you are willing to accept a franchise at any location within New Zealand.
- You currently have or have had a successful business or career, demonstrated significant team leadership and know how to attract and develop talented people.
- You are or you are able to become an integral part of your community as an employer, service provider, local business leader and an advocate of the McDonald's brand.
- You're energetic and take a hands-on approach.

## **Other places to source information about this job**

[www.goldenopportunity.co.nz](http://www.goldenopportunity.co.nz)

<http://mcdonalds.co.nz/about-us/franchisees>