\*After watching the movie “The Founder” that directly correlates to the retail restaurant we all know today as McDonald’s, answer the following questions below. Using your e-book and or your class notes you took during class to develop well thought out answers and opinion. \*\*Below is the link is the written excerpt you may use in addition to re-watching the movie on Netflix & Amazon Prime; where available. https://www.imdb.com/title/tt4276820/plotsummary 1) Why did Richard (Dick) & Maurice (Mac), move from New Hampshire to the West Coast? 2) What was the brothers first business venture? Was it successful or did it fail? How did it succeed or fail? 3) The brother simplified their menu after they opened-up the first McDonalds because 87% of their profits derived from three major items? What were those items and what was their system called which revolutionized the retail food industry as we know it? 4) How and why did Ray Kroc get involved with the brothers? 5) What was the main focus of the brothers San Bernardino McDonalds? Why were they against further expansion? 6) The brothers has their attorney’s present during contract negotiations with Mr. Kroc, specifying he is not an owner, only a general manager and all changes must go thru the brothers. What did the attorney’s miss during negotiations? What should have they have done to better secure control over their business? 7) How was it that Mr. Kroc was opening up multiply McDonald’s franchises generating significant revenue, but not making a profit? (hint: look up the term “margins” to help you justify your answer) 8) How did Ray Kroc meet Mr. Harry Sonnenberg? What did they discuss & collaborate (what legal business structure did they come up with) in order to make McDonald’s more profitable for? 9) Was Mr. Kroc being defiant and non-abiding of his contract with the brothers by starting his own business, even though it was a separate entity? Or was he just a smarter business person with a bigger vision? 10) Do you agree with the way Mr. Kroc conducted his business? Did he understand “big-time” business as compared to the brothers “small-time” business success? Is there a difference between the two? 11) Why didn’t the brothers share the same vision as Mr. Kroc? Or did they and were overly concerned about quality and control over franchisees? 12) What are your thoughts on contracts? Are they always 100% full-proof? What are your thoughts on hand shake agreements, especially today when there are camera’s cell phones everywhere to prove similar instances? 13) Even though the brothers were bought out by Ray Kroc’s company, they still received over $1.3 million dollars after taxes during the 1960’s. Was that suffice considering they did not decide to expand (settled on limited locations) upon their great idea with Mr. Kroc? 14) What are your thoughts on perpetuity royalties? Singers, actors, and other business ventures receive these monthly cash payments for original ideas? For example, Amazon bought the company RING recently for cash, stock, and royalties. Good idea or is a final sale at a higher price better when selling a business? 15) Ray Kroc stated “persistence is better than skills or talent”? Is that true? How and why? 16) Why are both McDonalds and Sears are considered “real estate” companies? Why is McDonalds surviving and Sear is now in Chapter 11 bankruptcy? (its not because of the food vs. retail industry) 17) Small businesses always look at “margins” while larger companies look at “subscriptions”. Is one more important than the other? Or does it depend on the business? Find an example of each. 18) Why is it so expensive and time consuming to file for intellectual property and patents? Is it worth the money upfront not knowing if a business will succeed? 19) Most successful entrepreneurs “piggyback” off other people’s ideas and make it their own. Is that a good business practice or to risky in today’s legal environment?