

STEP INTO A WORLD THAT'S TRULY REWARDING



Master Franchisee of the Year (GOLD)
by Malaysia Franchise Association
2018, 2019, 2022

How To Become A McDonald's Franchisee





At McDonald's, we serve approximately 13.5 million guests a month in more than 300 restaurants around Malaysia, with sales revenue reaching RM3 billion in 2019. We owe this amazing achievement to the strength of our "three legged stool"- that is the partnership between McDonald's, our franchisees and suppliers. All 'three legs' of the stool unite to deliver quality, service & cleanliness in our restaurants providing super convenience and the experience of the future to our guests.

This unique business model is the secret ingredient of our success stories in more than 100 countries worldwide.

We continue to grow the number of restaurants in Malaysia and by 2025, we aim to have a footprint of up to 450 restaurants nationwide. Thus, we are currently looking for dynamic Malaysian entrepreneurs who are passionate about our brand to own and operate their own McDonald's business in **East Malaysia**. As a franchisee, you will be McDonald's local Brand Ambassador in your local community and shall be running great restaurants to deliver our brand promise to our customers every day.

If you are interested to join one of the biggest and most recognizable brands in the world, your highly rewarding journey starts right here.

YBhg. Dato' Azmir Jaafar
Managing Director & Local Operating Partner
of McDonald's Malaysia



Becoming Part of A Big Family

There are few things more rewarding than the feeling of being part of a big family and McDonald's truly is, one of the biggest. Becoming part of our large family as a franchisee could very well be one of your life's most rewarding endeavors.

What Are We Looking For

We prefer to start a relationship with people who meet a certain set of criteria. This is to ensure a perfect compatibility – an important factor in any good and fulfilling relationship. These criteria are:

- High personal integrity.
- A strong team player.
- Willingness to give full commitment.
- Ability to display financial acumen and business drive.
- Strong leadership qualities.
- A desire to be a reliable McDonald's ambassador.
- Flexible with McDonald's chosen location.



Doing The Work

– In And Out Of The Office

Apart from these criteria, any potential franchisee has to realize that in order to run a successful McDonald's restaurant, one has to be actively involved in the day-to-day operations of the restaurants. There is no room for idle investors in the McDonald's franchise restaurant business.

Doing The Numbers

Being part of the McDonald's family as a franchisee can mean an investment of quite a significant portion invested from your finances. There are two ways to become a franchisee, you are awarded either a new restaurant or an existing restaurant.

New Restaurants

The cost involved during the start up of a new restaurants typically range approximately between **RM2.5 million to RM2.8 million.**

Costs are based on factors like restaurant size, type, location, style of décor and landscaping options.

Existing Restaurants

If you are awarded an existing restaurant, you will usually required to buy it at a price based on the restaurant's market value. (Starting price can range from **RM5 million.**)



Success Story

My journey with McDonald's began when I was 20 years old working in one of the McDonald's outlets while studying in Melbourne. Since then, I always have a dream that one day I could own and run my own McDonald's outlet. This dream came true for me in the year 2012.

Previously, all I knew was McDonald's is a business that sells burgers. I could not have been more wrong. Beyond selling burgers, McDonald's is truly a business that cares about its people and the local community. During the past 5 years in the system, I have received tremendous support from HQ. Moreover, I get the opportunity to learn and work with my team of 90 locally hired employees. What I enjoyed and treasured most is the golden opportunity to be actively involved in community services and charities under McDonald's CSR banner.

I am truly honoured and proud to be a McDonald's franchisee. I'm lovin' it!

Personal Detail

Roger Ting

McDonald's Franchisee

- Emerging International Franchisee of the Year MFA 2018
- International Franchisee of the Year MFA 2019

Initial Costs

- **USD 22,500** (approx. RM 90,000 depending on exchange rate)- Franchise fee paid upon or prior to the commencement of the franchise.
- **RM50,000** – Interest free security deposit for the faithful performance of the franchise, refundable upon the expiration of the franchise.
- **RM250,000** – Pre-opening expenses – Staff training and salaries, stock trading, living expenses while undergoing training and normal start up costs.
- **RM2.5 million – RM2.8 million** – Approximate cost of kitchen equipment, signage, seating, décor and landscaping paid to individual suppliers
- **RM1 million – RM4 million** [depending on store type (Drive Thru™, Mall, Oil Alliance or Shop Front)] – Approximate cost of all civil works, ventilation system and renovations to the premises paid to individual contractors by Gerbang Alaf Restaurants Sdn Bhd.
- Other Miscellaneous Costs – Stamp duty (paid to government) is assessed on necessary documentation and is paid by the franchisee in addition to the working capital required. Legal fees are paid by the franchisee to cover the preparation of the franchise documentation.

Ongoing Fees (Monthly)

- **Royalty Fees** – A royalty fee, which is a system fee, based on a percentage of the restaurant's gross sales. Royalty Fees is currently at **5%** monthly out of gross sales.
- **Rental** – Depending on store type, location and performance – may vary between **19% -20%**.
- **Marketing Contribution** – Currently at **5%** of the restaurant's gross sales.

Success Story

When I became franchisee in 2014, I discovered that it's not just about selling burgers but it is about the people behind the brand. They are the backbone and the success factor of McDonald's business.

The passion that I have to drive the business together with the support from my team have helped me to tackle and overcome day-to-day challenges. I have learnt the importance of building connections with my people and that includes good communication and displaying my commitment as a leader. McDonald's HQ has provided strong and amazing support to ensure that my customers are always happy and content.

As Ray Kroc, our founder once said, *"None of us is as good as all of us"*.

Personal Detail

Roziana Binti Yusof

McDonald's Franchisee



The Franchising Department

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