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“THE McWORLD“

**THE FAST FOOD INDUSTRY AS A RESULT OF
GLOBALIZATION**

Bakalářská práce

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Prohlašuji, že jsem bakalářskou práci vypracovala samostatně a použila jen uvedených pramenů a literatury.

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TABLE OF CONTENTS

TABLE OF CONTENTS.....	4
INTRODUCTION	8
1 GLOBALIZATION	9
1.1 EUROPEANIZATION.....	9
1.2 AMERICANIZATION.....	11
1.3 THE LEVELS OF GLOBALIZATION.....	11
2 THE HISTORY OF THE FAST FOOD INDUSTRY.....	13
2.4 THE STORY OF CARL KARCHER	13
2.5 THE STORY OF THE MC DONALD BROTHERS AND RAY KROC	13
2.6 THE STORY OF HARLAND SANDERS	15
3 McDonald's HISTORY AND SUCCESS	17
3.1 MC DONALD'S HISTORY AND SUCCESS IN THE WHOLE WORLD.....	17
3.1.1 THE UNITED STATES.....	17
3.1.2 WORLD SPREAD	17
3.1.3 MOSCOW	17
3.1.4 BEIJING	18
3.1.5 CURIOUS RESTAURANTS	18
3.1.6 THESE DAYS	18
3.2 McDonald's HISTORY AND SUCCESS IN THE CZECH REPUBLIC	19
3.2.1 HISTORY	19
3.2.2 REMODELLING.....	20
3.2.3 ONE OF THE BIGGEST EMPLOYERS.....	20
3.2.4 SUCCESS IN RECENT TIMES	21
3.2.5 THE OTHER ACTIVITIES	21
4 FRANCHISING IN THE FAST FOOD BUSINESS.....	22

4.1	FRANCHISING IN GENERAL	22
4.2	THE HISTORY OF FRANCHISING	22
4.3	THE SITUATION NOWADAYS	22
4.4	BEING A FRANCHISEE OF THE MCDONALD'S CORPORATION	23
4.4.1	THE UNITED STATES	23
4.4.2	THE CZECH REPUBLIC	23
4.4.3	OTHER AREAS OF FRANCHISING IN THE CZECH REPUBLIC	24
5	WORKING IN MCDONALD'S	25
5.1	TURNOVER	25
5.2	McJOB	25
5.3	MCDONALD'S AGAINST McJOB	26
5.4	MY OPINION OF McJOB	27
6	QUESTIONNAIRES	30
6.1	FAST FOOD RESTAURANTS IN OLOMOUC	30
6.1.1	CZECH TYPE	30
6.1.2	CHINESE TYPE	30
6.1.3	ITALIAN TYPE	30
6.1.4	GREEK TYPE	31
6.1.5	AMERICAN TYPE	31
6.2	QUESTIONNAIRES	31
6.2.1	THE FIRST QUESTION:	32
6.2.2	THE SECOND QUESTION:	32
6.2.3	THE THIRD QUESTION:	33
6.2.4	THE FOURTH QUESTION:	33
6.2.5	THE FIFTH QUESTION:	33
6.2.6	THE SIXTH QUESTION:	34

6.2.7 THE OVERALL RESULT	35
CONCLUSION.....	36
BIBLIOGRAPHY.....	37
APPENDIX A.....	40
APPENDIX B	41

ABSTRACT

Although the fast food industry became a part of our everyday life, the majority of people do not think about the impact on our culture and eating habits which is very strong.

The fast food chains started their history during 1950s in Unites States. There were three incredible persons – Carl Karcher, Ray Kroc and Harland Sanders who basically started this business and as a result of their work, fast food industry became that extremely popular.

Franchising is a kind of business which makes the franchisee be a part of a big company for huge amount of money. The franchisor is an owner of some kind of chain (it could be a fast food chain, a chain of travel agencies, cafes, chemists or anything else) and he is willing to sell some of his units to businessmen who would pay him the rent and who would look after it as it is his own one.

What is a very debatable topic is the working in fast food industry. There are lots of different opinions and stereotypes but the inner situation and working conditions in the restaurant probably vary from one to another.

Last part of this thesis is made by questionnaires that are focusing on eating habits and the influence of fast food phenomenon on them.

INTRODUCTION

This bachelor thesis is trying to focus on the fast food industry as a result of globalization, as the title reveals. There are six chapters dealing with the influence of this phenomenon on our lives.

Firstly, the chapter called “Globalization” in coping with the general theories about this theme. Whether it equals Americanization or Europeanization or none of these. It is also trying to briefly introduce the levels of globalization with the focus on the cultural one.

The aim of the next two chapters is to describe the history of this industry and the men who are standing behind the corporations such as McDonald’s or KFC. These stories always begin with a very sensible idea which leads to enormous worldwide success.

“Franchising” is the name of the fourth chapter which is trying to explain this business in more details. Although lots of people have never heard of it, this new phenomenon is very popular especially among ambitious businessmen who are willing to be part of a huge corporation.

Last but not least, chapter “Working in McDonald’s” is giving the both theoretical and practical views about *McJob*. There are lots of people who claims that this kind of job is menial, low-paid and without any possibility to promote. I have to express my disagreement because I have been working in McDonald’s for seven years. Although it is quite hard and demanding, I have to say that it is also challenging and I appreciate everything I have learnt there.

Finally, last part of my thesis is focusing on the questionnaires I have made and spread. As for me, I am quite satisfied with the result of the resource. I find out that it is not about gender, age or profession. What plays an important role is the peoples’ opinion to this kind of food and also what kind of live they live whether it is quick or not.

Altogether, fast food industry is that successful because people do not have time to eat properly and because junk food is something we like.

1 GLOBALIZATION

The term globalization is nowadays used almost everywhere and everyone can understand what people using this term mean. It suddenly became such a popular word that I cannot even imagine avoiding using it. It creeps into our lives like the globalization itself.

Globalization Quotes (2010) cites Kofi Annan:

“It has been said that arguing against globalization is like arguing against the laws of gravity.”

According to Larry Ray (2007: 1) the term was used mainly in economics and sociology and has a great and extensive influence on people’s general thinking in late 1980’s and early 1990’s. He (2007: 3) also claims that globalization has very serious roots – for example the international organization after Second World War such as United Nations or General Agreement on Tariffs and Trade (now World Trade Organization) can be qualified as the beginning of mass organizations that are very popular nowadays.

1.1 EUROPEANIZATION

Milén (2002: 73) is convinced that globalization is a new term for modernization, Europeanization and westernization. He also mentions that superior evolution of European civilizations is the right reason for the process while European culture is becoming the global one. Here it is very important to point the fact that our model of culture is absorbing and even destroying the non-European one. Although there were some components that we accepted from Old China or from Muslim world, it was only a considerable minority in comparison to the influence which went the other way round. We can basically admit that European culture is killing the next-door ones. It is a complicated process but the final product is European culture being the worldwide phenomenon. (Milén, 2002: 73 – 74)

Although this is not a new theory, there is still a huge amount of Europeans who do not even think about this problem although it is being a thrilling one. I, personally, bumped

into this topic about five years ago thanks to a very popular hip hop group called Looptroop Rockers. They came from Sweden and their songs are always politically and nationally conscious. I think they do it on purpose to make young people think about serious global issues and they use music as an instrument to communicate it. There is a song called *Fort Europa* which is about Europe being a fortress and loosing its culture. (LyricWiki, 2009) But there is also another one which is speaking about Europeanization becoming the universal culture even more – *Heavy Rains*. The chorus is obviously a disagreement with the way we behave:

LOOPTROOP ROCKERS: Heavy rains

Chorus:

They tell me that Europe is floodied by he heavy rains

But we won't stop to think or stop our cars

They tell me that Europe is floodied by heavy rains

But we won't stop to trade or stop the wars

They tell me that Europe is dying overweight

But we won't change our diet or change our lives

And I tell you that children are crying over it

But to them nor us, we won't stop lying

(LyricWiki, 2009)

Milén (2002: 89 - 94) is looking into the future and he sets up a very interesting theory about European civilization in several next decades, which is supported by many studies - the root of the problem is the immigration which would lead to the decrease of the number of Europeans and the lack of labour force. This process accelerates because, as he claims, humanity arises to the state of so-called high-speed society which means the increase of everything in a very small amount of time: *"Quick increase of human beings on our planet, growth of harmful substances in the air and water, the increase of prostitution, crime, silly films, number of TV channels; cities, shopping malls, airports, crossroads are getting monstrous."* He muses upon people's values such as love, honour or solemnity and he claims that our quick lives do not even let us read a book so we have to be satisfied with the critique on TV. (Milén, 2002: 159 – 161)

What Milén (2002: 110) sees as a big problem when speaking about globalization in Europe is the superiority of big states. Small states probably accept the model of the Anglo-

European culture because there will not be another option. This statement is definitely a proof of the theory that European or Western culture is predicted to be the universal or planetary one. (Milén, 2002: 110)

1.2 AMERICANIZATION

In contrast with the Europeanization is definitely the term Americanization. Larry Ray (2007: 6) is convinced that this term is not a synonym for globalization. Moreover, he claims that sometimes we can observe the vise-versa-influence: from East to West. What is also very important is that he comes up with the most serious statement: *“Many assume that global corporations and technologies will systematically erode local customs and ways of life, and this frequently becomes a point of anti-global resistance.”* (Ray, 2007: 6)

Zikmund Bauman (1998: 7) suggested that globalization can be the source of happiness for someone, but on the other hand it could be very easily the other way round. It is an unavoidable process and he thinks that it could be the answer to nowadays situation of human beings. (Bauman, 1998: 7)

Americanization used to mean “transforming” American immigrants into “real” Americans on conditions that they would be able to loose their own culture and habits in order to accept the new American one. This statement obtained in early 1990’s. Nowadays, Americanization is considered as the influence of the American way of life. We can see it on the spread of Big Mac and Coca-Cola all over the world. (Globalenvision.org, 2009) Frederick C. Millett is convinced that there is a stereotype of American way, which leads to many global problems and grudge. The subconscious about the Americanization is rather wrong; many people blame it for deprival of national freedom and identity. It is understandable because the strength is crucial and extremely visible. The negative view could be also suggested as the reason for the terrorist attacks from 11th September 2001. (Millett, 2000 – 2004) It is generally known that in some parts of the world, America and its culture, wealth and power is hated and struggle against it is very common.

1.3 THE LEVELS OF GLOBALIZATION

Globalization can be seen in lots of spheres in people’s lives. One of the level is definitely the financial and political one (World Trade Centre, international organizations or

euro in European Union), the other one could be the environmental (global warming, disappearance of the rain forests, etc.) and last one to mention might be the cultural one. It is very clear that there are lots of different levels of globalisation in culture – mass media, music, film industry, food and eating habits, fashion or art.

It was quite hard to choose from such a huge range of topics. The mass media seems to be very interesting and fascinating issue but on the other hand, it would probably require a demanding resource about this theme. To be honest, I am not very interested in art, so I would not write a thesis about it. Music and film industry are too enormous areas to write about. And fashion? Fashion is the topic that I was also thinking about. In my opinion, it is very weird that I can buy a coat from H&M in London, then I can buy exactly the same one here in Olomouc and I am absolutely sure that I would be able to get that one somewhere in Chinese H&M. This phenomenon makes from the individuals the crowd, where everyone is wearing a kind of uniform. On the other hand; there are lots of different trends made by well-known designers and fashion houses which are trying to destroy this kind of peoples' thinking.

I have to admit, that my choice of the topic was more or less influenced by my part-time job. I have been working in McDonald's since 2003 and I was always a bit fascinated by this corporation: I a good way (how much money earns and how successful it is) and in a bad way too (how incredible influence it has on people's eating habits and thinking). I wanted to find out more and I am still absolutely convinced that the food globalisation is an intriguing topic – people can have pizza in India, curry in France, cheese in China, noodles in America and hamburgers in Czech Republic.

2 THE HISTORY OF THE FAST FOOD INDUSTRY

2.4 THE STORY OF CARL KARCHER

Schlosser (2002: 13) claims that the story of fast food begins in Anaheim, state of California, United States, of course. One very sensible man called Carl Karcher decided to buy a hot dog cart in 1941. Although it was on sale and the business of carts started to be very popular in the city, his wife Margaret disagreed with it. But Carl was right. He owned four of these carts in the end of the year 1944 and the business went really well.

What helped him a lot is the fact that car industry became very popular and owning the car was affordable even for ordinary people. So after the Second World War he bought a restaurant and called it Carl's Drive-In Barbecue. This was the actual beginning of the fast food chains. Because this business went really well, Karcher became very successful. He also wrote a bibliography called *"Never Stop Dreaming"*. He died in 2008. (Schlosser, 2002: 13 – 18)

The New York Times (2008) announced that his chain has over a thousand restaurants across the West and over twenty-nine thousand employees nowadays. Hardee's, La Salsa Fresh Mexican Grill and Green Burrito chains are also owned by CKE (Carl Karcher Enterprises). (The New York Times, 2008)

But there was one restaurant that was even more successful and also cheaper than Carl's...

2.5 THE STORY OF MC DONALD BROTHERS AND RAY KROC

Nearly everyone knows that the founder of Mc Donald's was Ray Kroc. But what was the real beginning? According to Schlosser (2002: 18) there were two brothers - Richard and Maurice Mc Donald whose Mc Donald Brothers Burger Bar Drive-In earned them huge amount of money. They were employing students, because the restaurant was settled near a high school. The business went very good and Mc Donald brothers became very rich soon. What they were disappointed about was the staff turnover, permanent looking for new workers and also the amount of broken or damaged equipment. They closed down they

restaurant for three months and reopened it in a quite different way. The equipment was more modern and more efficient, being able to make hamburgers and other products quicker. The whole system was improved in order to make processes more effectively – everything was separated into small partial acts. One employee did just the milkshakes, another one just the fries, next one just grilled the meat. Mc Donald Brothers were now able to very quickly produce very cheap food. What is also important is the fact that they reduced the menu. They avoided everything, which was supposed to be eaten with knife and fork. The customers were made to stand in the line and wait to be served instead of being served at a table. It was a problem at the beginning but people accepted it very soon. This system meant more satisfied customers in less time because being served at a till is obviously quicker than at a table. (Schlosser, 2002: 18 – 20)

According to Ritzer (1996: 50) the effectiveness of the whole system was the main aspect which made Ray Kroc buy the restaurant from Mc Donald brothers. He was literary thunderstruck by the division of all the work into small pieces. This made whole system so easy to run. After Kroc buying the license from Mc Donald brothers he and his companions were spending quite a lot of time by thinking about each small component of the system. (Ritzer, 1996: 50-51) This is a phenomenon which lasts till nowadays – even today, Mc Donald's asks questions like "How could this procedure be more effective?" or "How could we do it to save more money and more time?".

These improvements are extremely clever. Suggesting how many people visit McDonalds's restaurants every day and how many jobs are they indirectly made to do, it saves quite a huge amount of money: to stay in the queue instead of being served, take your food to your seat, clean the rubbish after you finished.

From my point of view, fast food restaurants even nowadays take care a lot about these improvements. For example there is a big project called BOP, providing acceleration in Mc Donald's restaurant in Czech Republic nowadays. The principle is very clever and very easy – dividing the kitchen into two areas: one part making just the grilled hamburgers and the other one making just the fried ones. It has many advantages – first of all the equipment in the fried part is much newer and quicker being able to toast the buns only in few seconds not in half a minute, next and very important pro is that the customer is waiting less time than before. Also the workers are divided into two parts in the kitchen so, for example, the shift planning is much easier and last thing to mention is definitely the amount of waste because

the hamburgers in the fried part are just custom-made, with no surplus, which would have to be discarded because of their short “life-time” – ten minutes maximum.

Schlosser (2002: 21 - 23) suggested that new system developed by Mc Donald brothers was the crucial reason for the fast foods being so popular. Pravdová (2006: 14) compares this system to assembly line where each worker does exactly the same work during his whole shift.

Ritzer (1996: 70) speaks about Henry Ford developing the assembly line in his car factory. His main aim was to save time, energy and money (i.e. to be as economical as possible) in order to enlarge the distribution and profit for Ford Motor Company. Fort was inspired by a system used in a slaughterhouse in Chicago where the bull was portioned by several butchers while each of them did only one particular act. The implementation of the system in Ford’s factory led to increasing the production and decreasing the expenses which in fact meant bigger sales and profit. The other car companies accepted this assembly line either partly or completely very soon. It is a dominant feature of car industry nowadays; the most economical ones are in Detroit and in Japan. (Ritzer, 1996: 70)

Schlosser (2002: 21) says that Carl Karcher even decided to open his own self-service restaurant after seeing the Mc Donald’s one. By the way, he became very successful as well. Soon afterwards there were many restaurants chains, which “think” the same way - Sandy’s, Carrol’s, Henry’s, Winky’s, Burger Queens, Yumy Burgers, Titty Burgers, O.K. Big Burgers and many more. (Schlosser, 2002: 21 – 23)

2.6 THE STORY OF HARLAND SANDERS

Kentucky Fried Chicken became popular in this period as well – the founder Harland Sanders is a very curious character. He left the school at the age of twelve and tried very different jobs (lawyer, railway fireman, farm hand, obstetrician, mule tender, tired or insurance seller). When he was sixty-five, he was working as a door to door salesman selling “secret recipe” for fried chicken to the owners of a restaurant. He opened first Kentucky Fried Chicken restaurant in 1952 and by the early 1960s it became the largest fast food chain in USA. (Schlosser 2002: 21 – 23) Ritzer (1996: 75) notes that the success of Kentucky Fried Chicken was caused mostly by Sanders’ care about quality and his delicious sauces. These sauces were a special mixture of various herbs and spices and they were basically the top of his cooking abilities. In a year 1964 Sanders sold his company and become a PR. The new

owner started to put emphasis on speed more than quality and because Sanders' sauces were too time-consuming, he simply changed them. Ray Kroc, who became a friend with Harland Sanders heard him speaking about this situation in a very upset and rude way saying that they destroyed everything he had, because they diluted his great sauce with water. (Ritzer, 1996: 75)

3 McDonald's HISTORY AND SUCCESS

3.1 MC DONALD'S HISTORY AND SUCCESS IN THE WHOLE WORLD

3.1.1 THE UNITED STATES

Pravdová (2006: 14) claims that the success of McDonald's was visible from the beginning: there were about one hundred restaurants in United States until the year 1959.

Mcdonalds.cz (2010) pointed out that there were five hundred efficient restaurants and one million sold hamburgers in United States in 1962.

3.1.2 WORLD SPREAD

In year 1967, McDonald's opened first branch store behind the borders of United States – in Canada – which meant becoming not only the American corporation, but the worldwide one. The profit got over a hundred million dollars in America in 1978 and for example in Japan the company earned a million dollars in the same year. McDonald's became the biggest restaurant in the world in 1984; its staff served seventeen million customers per day. (Pravdová, 2006: 14)

3.1.3 MOSCOW

Pravdová (2006: 15) describes that in 1990 the first restaurant in Moscow was opened. The queue was longer than the one in front of the Lenin's mausoleum. The Russians perceived this opening as a great political event. (Pravdová, 2006: 15) Ann Blackman (1990) pointed out that this restaurant employed six hundred and five workers from twenty-seven thousand applicants at the beginning. The fast food phenomenon was absolutely new in 1990 and one of the McDonald's projekt managers explained that it was quite a difficult job to persuade the Russian ministries to co-operate and also to teach the employees all kinds of jobs - from window cleaning to being able to prepare the Big Mac but also some behaviour: *"Smiling and looking people in the eye are not things they do naturally."* (Blackman, 1990) Ritzer (1996: 19) also mentioned that this Moscow restaurant sells thirty thousands hamburgers a day with the help of twelve hundred employees.

3.1.4 BEIJING

Another big success was the opening in Beijing – in 1992 the biggest restaurant in the world was built here. It has seven hundred seats, twenty-nine tills and nearly one thousands workers. During the first day, the new world record has been made – serving forty thousand customers in one single day. (Ritzer, 1996: 19)

3.1.5 CURIOUS RESTAURANTS

McDonald's built up a restaurant in Switzerland in a train. There is also one on a ferry boat between Stockholm and Helsinki. In Sweden, three hundred kilometres from the Arctic Circle, the first McDrive restaurant for snow vehicles was opened here in February 2002. (Pravdová, 2006: 15)

3.1.6 THESE DAYS

Nowadays, there are more than five thousand McDonald's restaurants in Europe and even more than ten thousand in the United States. Average American lives four minutes far from McDonald's restaurant. The market share of fast food industry is about forty-two per cent, but in 2000, it started slowly decline due to competition companies such as Burger King or Tricon Global Restaurants (Taco Bell, Kentucky Fried Chicken, Pizza Hut). There is also another reason why the profits of McDonald's stagnate or even decline – the phenomenon of healthy eating is quite popular nowadays and junk food does not definitely go hand in hand with it. On the other hand, the expansion of McDonald's restaurants all over the world is still extremely successful from year to year. While there were fourteen thousand restaurants in 1993; in 2006, there were more than thirty thousand in nineteen states with the profit thirty-two milliard dollars per year. Forty-six million people are served every day by McDonald's. It is the tenth most expensive label in the world, the magazine Business Week evaluates its price for sixteen billion dollars. (Pravdová, 2006: 15)

Brand Autopsy (2009) claims, that McDonald's is enthusiastic about being the best one all the time. When the profits are getting down, they go deeply into the thing trying to find the real problem in a factory or even in a laboratory where the product is actually made. There was a first-ever loss in 2002 and since that time, McDonald's has been on an incredible race of increasing profits. Even its two biggest rivals (Wendy's and Burger King) have no chance to defeat it because McDonald's has the three times bigger market share than these

two together. There is also a new strategy developed for being more profitable: originally, the aim was to open as many new restaurants as possible but do not really care a lot about the existing ones. This trend has been innovated: *"We proved that we were getting bigger but not better. And we have to be better. Your experience today at McDonald's has to be a better experience than it was yesterday."* said the McDonald's COE Jim Skinner. This has an influence on opening hours, among other things. The traditional model from 6 a.m. to 11 p.m. has widened: *"Since 2003, more than 90% of the 13,700 McDonald's in the U.S. have extended their hours beyond the basic 6 a.m. to 11 p.m. day. Nearly 40% operate non-stop [24 hours]."* Slowing the growth of new stores led to the use the earned money to remodel the existing stores. Over three thousand McDonald's restaurant has been improved recently and the corporation are planning to remodel each single restaurant in the world. (Brand Autopsy, 2009)

Mcdonalds.cz (2010) speaks about the fact that there are very few countries without McDonald's restaurant. Opening the first restaurant in a new country is perceived as a confirmation of democratic and economic stability of that country. There is a new restaurant opening every seven hours and McDonald's is the second well known label in the world. It became a symbol and synonym for fast food industry. Despite the fact that it is not the founder of this business, it is definitely the most successful one which gained the largest profit out of the whole system. (Mcdonalds.cz, 2010)

3.2 McDonald's HISTORY AND SUCCESS IN THE CZECH REPUBLIC

3.2.1 HISTORY

According to Pravdová (2006, 15), the first restaurant was opened in the "Vodičkova" street on the twentieth of March in 1992. Mc Donald's was the quickest of all the other fast food chains in the Czech Republic or former Czechoslovakia. It could be measured not only by being the first fast food restaurant in Czech Republic, but also by the speed of opening new and new restaurant, by the number of accepted workers or by the earned money and served customers. (Pravdová, 2006: 15)

Mcdonalds.cz (2010) describes that in the same year when the first restaurant was opened, another two followed: one in the Wenceslas Square and next one near "Anděl". In 1993, the first restaurant outside Prague (in "Ostrava") and first drive-thru restaurant

in “Velké Meziříčí” were opened. During the fifteen-year activity (1992 – 2007) in Czech Republic, McDonald’s made twenty billion Czech crowns and nearly four hundred million Czech customers visited it.

Pravdová (2006: 15) also claims that according to statistics made by McDonald’s, the Czech customer is the most loyal one in whole Europe – he visits this fast food chain four times per month. Unfortunately, Ray Kroc cannot see the good result of his business in the Czech Republic because he died in the year 1984. (Pravdová, 2006: 15)

3.2.2 REMODELLING

Every year, the amount of people coming to the “golden arches” is increasing despite the fact that there was no new restaurant opened in 2006. But there is quite a big investment into remodelling existing restaurants, because the corporation always wants its restaurant to look really good and be a favourite place for its customers. The modernization is a currently focused especially on the older restaurant in Czech Republic. (Mcdonalds.cz, 2010)

From my own experience, after finishing the remodelling of the “Olomouc II” restaurant, the profits raise enormously because of several factors – more seats inside the restaurants, more tills being able to serve more customers in less time, better equipment in the kitchen making the cooking much easier and quicker and last but not least, the more attractive settings for young people (TVs, boxes instead of chairs, colourful interior) and for families as well (brand new fun corner for children with lots of new toys).

3.2.3 ONE OF THE BIGGEST EMPLOYERS

Mcdonalds.cz (2010) also writes about the fact that this fast food chain belongs to the biggest employers in our country. In recent times, about sixty thousand of workers were trained in all the restaurants in the Czech Republic who either still work there or not. There were about five millions Czech crowns invested in human resources in fifteen years of existence in this country. The total staff is composed of approximately half of par-time worker. These are usually students and it is their first working experience. The company belongs to the biggest employer of disadvantaged people such as mothers with young children, disabled people or people without any previous working experiences. Not to mention that thanks to equal employment opportunities, this job is nearly for everyone. As

a good example, fifty percent of employees at the directory are people who originally started working in some McDonald's restaurant. (Mcdonalds.cz, 2010)

3.2.4 SUCCESS IN RECENT TIMES

Jindřich Jirásek (2004) mentions the world-campaign called *Go Active* in McDonald's restaurants in 2004. This campaign was supposed to focus on new healthy products in the menu. The sport and active life become a motif of it. The music stars were complete with the sport celebrities and, moreover, McDonald's took part in lots of different local sports tournaments. The whole advertisement had quite non-traditional motto: *"Would you expect this kind of food at McDonald's?"* As a part of this campaign, there was also announcing the nutritional tables to the public. There were brochures informing about each and every product and its detail structure and calories. (Jirásek, 2004)

Podnikatel.cz (2007 – 2010) is speaking about the McDonald's success in a year 2008. This year was the most profitable since the company started a business in the Czech Republic. The overall year profit was nearly four million, nearly sixty million customers have been served and over four thousand workers have been employed. Four brand new restaurants have been built up – three in Prague and one next to the motorway D1. Another six restaurants were remodelled which included a complete transformation of the inner space. There was also a new system in kitchen procedures which was introduced in twenty-seven restaurants – this organization escalates the quality of the products, and moreover, it makes the work more efficient. The director General Radek Janalík also pointed out that Czech customer learned eating their breakfast outside their homes, so the implementation of breakfast in McDonald's restaurants was the right decision.

3.2.5 THE OTHER ACTIVITIES

Besides the business activities, McDonald's participates in other spheres as well. There is for example a charity called Ronald McDonald Charity which was found in 2002 and since that, this project supported the accommodation for more that five thousand children with long-term illness and their family members. The company has been also the organizer of the biggest football tournament in Europe for twelve years. This tournament is called McDonald's cup and it is for children from basic schools (over eighty-two thousand boys and girls took part in it in 2008). (Podnikatel.cz, 2007 – 2010)

4 FRANCHISING IN FAST FOOD BUSINESS

4.1 FRANCHISING IN GENERAL

Franchising plays very important role in this area. From my own experiences (I have worked for three years for one franchise, than more than two years for the original company and then for almost another two years for a different franchise) it is very important how the original company creates the rules. In such companies there are million small items that could be done differently but also million items that have to be done in the same way. But the biggest difference is clear and understandable. The franchise wants to earn as much money as possible. From my point of view, there is a lot of different ways how to do it, especially if the restaurant staff is responsible and hard-working. I would say that the restaurants owned by the original company should preserve the best standard and should be the model for the franchise ones. But let's find out a bit more about the history of franchising.

4.2 THE HISTORY OF FRANCHISING

Ritzer (1996: 45) says that the beginning extends as far as the end of the Civil War. The company called Singer Sewing Machine Company is basically the founder of this type of business. At the turn of 19th and 20th century the licenses started to be sold in car business and non-alcoholic-drink business. Finally, food business became familiar with franchising in 1924 – A & R Beer was the first one, then Dairy Queen, which gain 2 500 small companies from the year 1944 to 1948. Following these, Big Boy, Burger King and Kentucky Fried Chicken became licensed companies. Mc Donald's joined this type of industry quite late, in 1955 and after its rivals. (Ritzer 1996: 45)

4.3 THE SITUATION NOWADAYS

Franchizing.com (2001 – 2010) points that this kind of business provides the right balance between working for someone else and working for oneself. It cannot be specified as an industry but it is definitely very useful and popular considering the fact that there are about three thousands franchise trademarks in United States of America these days. What is also

important and should be mentioned is the fact that franchising is the team attempt – if the franchisor wants to be successful and profitable, he needs very capable franchisee to lead each franchise unit during a long time. The success of the trademark is the burden for both – the franchisor and the franchisee. One of the most popular sayings about franchising says: *“Franchising means working for yourself, but not by yourself.”* During the recent times, franchising is seen as a great chance for rich and ambitious individuals who want to invest and earn a lot. These people usually buy more units at once or try to develop an area or so-called territory or they need to buy the license as well. (Franchising.com 2001 – 2010)

4.4 BEING A FRANCHISEE OF MCDONALD’S CORPORATION

4.4.1 THE UNITED STATES

About McDonald’s (2010) confesses that McDonald’s has been a franchising company from the beginning. Moreover, this web page also claims that franchising has the dominant role in doing business in Mc Donald’s. New owners are actually being sought in U.S. and they are expected to be a business people with some experiences in this area. Developed steps need to be gone through if one wants to be an owner of a restaurant in U.S.: to undergo nine to eighteen months training in one of the restaurants which is not far from the place where the applicant live and work there at least twenty hours per week; to take part in quite a lot of seminars, workshops, conferences and courses; to self-study some areas as well and obviously to have a lot of money to buy the license even before the start of this training process. This is briefly how it works in United States. (About Mc Donald’s 2010)

4.4.2 THE CZECH REPUBLIC

According to mcdonalds.cz (2010), franchising is successful in the Czech Republic. First franchise restaurant was open in 1996 and there are nowadays twenty-one franchisees operating with fifty-six percent of restaurants in Czech Republic. It is extremely expensive to be in this business because you need to buy or build a restaurant with all the high-priced equipment, employ the staff and pay the rent. Mcdonalds.cz (2010) is speaking about the overall investment. Two hundred and sixty thousand Czech crowns to redeem the down-payment are needed, then seven hundred and eighty thousand to pay the initial fee and eighteen million to pay the for the restaurant equipment if a brand new restaurant is being

build (there is also a rule that you have to pay at least forty percent of this money from your income, the remaining sixty percent can be covered by the loan). But on the other hand the profit is secured – the franchisee is entitled to use the trademark for twenty years and obviously, the big yellow M is still so popular, that if his economical sense and experiences are good, he must be profitable. Franchisee is basically an investor. (Mc Donald's 2010)

4.4.3 OTHER AREAS OF FRANCHISING IN THE CZECH REPUBLIC

Having a license for Mc Donald's restaurant is definitely very fashionable and common. According to the Hana Filipová (1996 – 2010), there are lots of different areas where franchising has spread over last few years in the Czech business. She pointed that there are over 140 Czech companies which are using franchising and many more businessmen who own the license and fulfil their own career dream. The range of companies is surprisingly wide. You can have a license for a restaurant (Subway, Potrefená husa), a café (Costa coffee), a bank (mBank) , you can be part of estate agency (RE/MAX, Century 21), travel agency (CK Marco Polo International) or nearly anything else you could hardly think of.

The most spread franchises in Europe are:

Name of the company	Where it comes from	Type of business
Mc Donald's	USA	a restaurant
Tecnocasa	Italy	estate agency
Fornetti	Hungary	snacks
Burger King	USA	a restaurant
Jean Luis David	France	health, cosmetics, hair care

(Hana Filipová 1996 – 2010)

5 WORKING IN MCDONALD'S

5.1 TURNOVER

There is a saying in a McDonald's restaurant where I work:

"Everyone has been working, is working or will be working in McDonald's."

This seems to sound like fun but the truth is that this is the reality.

Ritzer (1996: 126) confirms this by speaking about the rotation of the staff. Fast food industry has the biggest turnover of all other industries – three hundred percent per year. This means that an average worker stays in his job for four months which lead to the fact that the overall staff in fast food industry changes three times during one year. The corporation needs to employ new workers all the time which is expensive – to employ them and to give them basic training cost some money. Obviously the more new workers the more money you need to involve them in the system. (Ritzer 1996: 126) This problem is called fluctuation and BusinessDictionary.com (2010) explains it as a *"change or variation in quantity over time"*. As a result of the fact that majority of the workers is employed just for a short time, there are no favoured conditions for creating the interpersonal relationships – workers are not friends. Moreover, they do not even care about each other. (Ritzer 1996: 127) The fluctuation is a problem in every restaurant including the one I work in.

5.2 McJOB

Nearly everyone considers working in fast food restaurants menial and without any prosperity. And I am not really surprised that there is even a term *McJob* describing a low paid job where you do not need to have any special skills and ability and where the fluctuation is very high. A lot of students at colleges do this kind of job to earn some extra money because as Crystal (2003 - 2010) points it is not stressful and does not need a lot of thinking. However, my experience is quite different and I will mention it later. Crystal (2003 – 2010) also says that although parents of the teenagers who have this kind of job are often

against, it could be the starting point for their future career and a very good first job experience. Nevertheless, this word became very popular and the first man who used it was the writer Douglas Coupland in his book *Generation X: Tales for an Accelerated Culture* in 1991. Coupland applied this word to mean job without any future, menial, no benefits and no importance. Nowadays, this word becomes part of English language and it has its place in dictionaries as well. There is also a variation of this word that has occurred very recently and it is the *McOfficeJob* that is used in same context as *McJob* but when we speak about some kind of office work such as the one in call centres. Sometimes the term *McJob* could be the synonym for part-time job because it is far more economical for the employer to have more part-time workers than the full-time ones. The reason is obvious – the company does not have to pay for holidays or health benefits. Full-time workers get also some extra advantages which are not available for part-time ones. What is quite fascinating is the fact that some psychologists are convinced that *McJob* can have some influence on your mentality and it could be the reason for being afraid of taking up some job with more responsibility which also requires more thinking. That is why some people get stuck in this job for a long time rather than looking for something which might satisfy them more. (Garry Crystal 2003 – 2010).

5.3 MCDONALD’S AGAINST McJOB

McDonald’s obviously disagreed with this – BBC News (2003) informed about Mc Donald’s being angry with the Merriam-Webster’s Collegiate Dictionary which was the first dictionary to express the meaning of *McJob*. BBC News (2003) also pointed out that there was an open letter written by the Mc Donald’s chief executive officer Jim Canpatulo showing a different opinions and describing that “more than 1,000 of the men and women who own and operate Mc Donald’s restaurants today got their start by serving customers behind the counter.”

ABSOLUTE ASTRONOMY (2010) even mentioned that there was a huge campaign led by Mc Donald’s whose aim was to point out all the benefits that they have for their workers in 2006. The research was supported by the professor of psychology from the University College London Adrian Furnham and medially backed up by the huge advertisement at Picadilly Circus in London. Then Mc Donald’s wanted public petition about changing the definition in Oxford English Dictionary in 2007 because McDonald’s felt that it was “*out of date and inaccurate*”. Peter Beresford, UK CEO, said that the term is

“demeaning to the hard work and dedication displayed by the 67,000 McDonald’s employees thought the UK.” From the company’s point of view the definition should be rewritten to *“reflect a job that is stimulating, rewarding...and offers skills that last a lifetime.”* Later McDonald’s warned about a suit focused on using the trademark. But the trial has never been held although there was one case after which the judge said that it is correct to say that McDonald’s worldwide *“do badly in pay terms and conditions.”* (ABSOLUTE ASTRONOMY, 2010)

5.4 MY OPINION OF McJOB

I do think that these opinions are generally true especially in big restaurants in huge cities in Europe and USA. But the restaurant where I work is different:

Firstly, I must strongly disagree with the statement that there is no promotion in *McJob*. This is the fact that I like about my job and I am sure that it works this way in every restaurant. In Czech republic it goes this way – first two or three months you are being trained and said how everything works (this period you are wearing the green label), this period of time is called opening training. Then follows approximately a month of having a blue label which is called basic training – during this time you are expected to know how to work at the kitchen and at the till. Then you automatically get a yellow label which you can have a month or even several years. It is up to you, your skills, your behaviour and it is your choice, if you want better money and more responsibility or not. Consequently, a red label can be obtained for two or three months to people, who are skilful, work hard and seem to be good at leading other people. The red label is on probation. Your aim is to learn how to train new workers. If you are good at it you get the white label which is the last of the labels. Your job description is to train the new workers and secondary, having shifts where you are responsible for the whole kitchen or the whole area where the tills are. This position is called a crew-trainer.

I have to say that there is always someone who looks after you while you are learning something new and also disagree with another statement saying that you do all the time the same work. It is not really true – although there are some general stereotypes (But to be honest, which job is not stereotypical?), you are not doing all the time the same work. But this really depends on the shift manager and the people you are working with. If you are very good as a white label, you can be a manager. It is a position which has many advantages, but I have to admit that it is a very stressful job with lots of responsibility. You look after whole

shift, so you are responsible for all the working staff as well as the equipment, satisfaction of the customers and expenses and profit. From my point of view, this is very positive for your future career – you learn how to work with other people and how to make them do what you want them to do. It makes you think about your behaviour – you must be professional, know the right balance between being strict and being kind and also have some respect. I have learnt a lot by doing this kind of job – pointing the preferences, planning the work in advance, dealing with people who obviously have some problem with discipline and stay calm if something wrong happened (the coffee machine gets stuck, the fryer suddenly starts burning or a group of drunk and aggressive customers come to the restaurant). Moreover, the managers are always in charge of some area of the restaurant – for example training, equipment, planning the shifts for employees, ordering the goods and so on. I am in charge of training which involves organizing meetings for crew-trainers (I am in charge of their team which is comprised of seven young, clever and creative people) and workshops for staff, I must be well prepared all the time and know everything about the new products and new procedures, I have to check if every person from the crew have been enough trained and if there is everything all right with the brand new workers. I do the personals reviews as well, so I have a personal meeting with each worker every 6 months, fill a special form depending on the position the person have and present it to him or her. What I enjoy the most is doing the entrance interviews which I started training very recently. It is a very good way how to learn to speak with completely unknown people and to look confidentially and professional.

Secondly, I must say that working in fast food restaurant does not necessarily mean being low-paid. It really depends on how sensible you are and what do you want to achieve. Whenever somebody asks me if I want to do something new, I always answer: “Yes, why not?” This often leads to promotions and better money.

The last thing I have to disagree with is the fact that there are no benefits for employees. In USA they have huge amounts of benefits dividing into 4 groups: Your Health and Protection, Your Pay and Reward, Investing in your Future and Helping Balance Your Work and Life. (About Mc Donald’s, 2010) There are some benefits in the Czech Republic as well – Mc Donald’s (2010) points out that there are small presents which you can get if your job is good and everyone is satisfied with you. Then there are various different parties and outdoor activities which each restaurant makes for their employees – for example I was already at several bowling and football tournaments, trips, dinners or Christmas parties. There are also some activities which are organized for all restaurants such as outdoor games, discos

or river cruise. (Mc Donald's, 2010) Except these, there are always some competitions in my restaurant; there is also fifty per cent meal salary, free tickets for cinema, subscription for free entrance to fitness centre, swimming pool or zoo.

I like my part-time job a lot and I absolutely agree with the statement that this kind of job could be a very valuable first experience. I also appreciate the fact, that there are equal chances and opportunities for everyone. What make me feel good at my job are my colleges. Because the turnover is not extremely high, I have to admit that I have met several very good friends there.

6 QUESTIONNAIRES

6.1 FAST FOOD RESTAURANTS IN OLOMOUC

The popularity of the fast food in Olomouc is quite visible. The amount of restaurants, buffets, bistros or even the small kiosks having just one window is increasing in recent times. There is wide range of types – from typical Czech ones to very exotic ones:

6.1.1 CZECH TYPE

For me, the representative of traditional Czech type of fast food restaurant is the CENTRUM Martinásek at the Upper Square in Olomouc. Although it is quite old buffet, it is still very popular especially among people who are still faithful to the Czech cuisine. Evropská databanka (2010) claims, that people can buy various types of sandwiches, baguettes, aspics, cakes, pâtés or Czech specialities (such as hash-and-crumbs sausages). Further from the entrance there are served hot meals (also the Czech typical ones) such as goulash, duck with cabbage or sweet strawberry dumplings.

6.1.2 CHINESE TYPE

There are also lots of Chinese fast food restaurants. Some of them are proper nice restaurant serving various kinds of Chinese specialities, while the other ones are rather bistros with not very clean setting but quite low prices. Noodles, chicken curry and rice or different types of vegetables can be ordered there.

6.1.3 ITALIAN TYPE

Pizza and Italian food has its place among Olomouc people as well. There quite a lot of pizza restaurant and also pizza deliveries. Some of them are not high-quality ones but I must admit that there are about 6 places where the pizza is thin, nicely made with lots of fresh ingredients and very tasteful. My favourite pizza restaurant is “Netopýr” in Lafayettova street but to be honest the best pizza I have ever tried is made by the Forty’s delivery. What I appreciate (and I do think that other customers find it attractive as well) is the fact that you can choose nearly everything – the size (XL, XXL), the type of dough (Italian or American), the type of the basic sauce (tomato sauce with herbs or smooth sour-cream) and, moreover,

there is also an option of “make your own” pizza so people can choose from the wide range of ingredients. (Forty’s pizza, 2010)

6.1.4 GREEK TYPE

Last but one and very popular is the Greek type of fast food. They sell different types of gyros filled with meat, vegetables and special sauce. This kind of food is well-liked among young people especially during late evenings. The favorite one is the window in Riegrova Street which has even a fan club on Facebook with more than two thousand and two hundred people. (Facebook, 2010)

6.1.5 AMERICAN TYPE

Last type of fast food restaurants are the American ones, of course. These are probably the oldest one in our city. There are two McDonald’s restaurant and one KFC in shopping mall Olympia.

6.2 QUESTIONNAIRES

I have decided to make a questionnaire and found out what do people think about fast food. I asked forty-six people six questions about their attitude to junk food. At the beginning of the questionnaire, three basic information about the person were required – gender, age and profession. There were seventeen male respondents and twenty-nine female. Their age was mainly between twenty and thirty (but there were also about five people around forty) – twenty-eight respondents were the age twenty-two and less and the rest (sixteen) was the age twenty-three and more. As for the profession, there were thirty-five students, ten people having a job (for example: lawyer, teacher, postman, manager or graphic designer) and one person being unemployed these days.

Although the questionnaire was in English, I have explained some difficult word by using legend to make all the respondents understand. I have also pointed out that they do not have to fill it in English if the do not feel confident with it. But to my surprise, the overwhelming majority (thirty) filled it in English which pleased me a lot.

One clear questionnaire can be seen in the APPENDIX A, while in the APPENDIX B, there are five filled ones.

6.2.1 THE FIRST QUESTION:

“What is your opinion to junk food?”

The overall impression from this question is very mixed – the answers various nearly from question to question but to more or less the asked people think that it has a lot of calories, no vitamins and it is very unhealthy. It can also cause lots of diseases (obesity was the one, which lots of respondents mentioned) and generally, it is quite a bad invention. But on the other hand, lots of respondents admit that they like it and that it is not that horrible if you eat it just sometimes and your life besides is healthy.

“It saves time, tastes good and it is harmless if you eat it from time to time. But if you eat it often, it can cause lots of diseases and cannot compensate the full-value food.”

“Unhealthy, sometimes even disgusting. The quality is very low.”

“It is unhealthy, unnecessary and supports all kinds of bad habits (e.g. you are lazy to cook – you order junk food so you do not eat properly.”

“Junk food is tasty, cheap and quick solution for my hungry stomach.”

6.2.2 THE SECOND QUESTION:

“Why you eat junk food?”

Here the majority of asked people said that the main reason is the speed. Fast food is generally so popular because people learned to live their lives quicker than they used to in the past. That is why lots of the respondents answered that they do not have time for having a proper meal because they are in hurry. Another reason is the fact that the opening hours are sufficiently wide so hungry people can get food nearly anytime during a day.

“It is usually lack of time at school or work. Sometimes it is just the cheapest option when you are on some kind of trip or on walk in the city.”

“When there is no other feeding option, I would rather eat junk food than starve to death.”

“It is fast and available everywhere.”

“I know it’s not healthy but I don’t care about it and this is the fastest option how to fill my stomach.”

6.2.3 THE THIRD QUESTION:

“How often do you eat junk food?”

There were four options in this question – once a day, once a week, once a month and never. Three respondents answered that they eat junk food once a day (surprisingly, it was two women and one man; one student, one worker and one unemployed). Eighteen people eat this kind of food once a week (the exact half was formed by women; but only four of the eighteen were workers). Last but one group was made by nineteen respondents answering “c” option – once a month (only five of these were men and only five of these were workers). Last option pointed out as the answer only six people (all of them were students and there was only one male respondent).

As a result of this question could be said, that the overwhelming majority of asked people prefer to eat some junk food either once a week or once a month.

6.2.4 THE FOURTH QUESTION:

“Which fast food restaurant is your favourite?”

There were four options from which the respondents could choose – McDonald’s, KFC, “hladové okno” and “another one”. Nineteen people answered the first option – the McDonald’s (four of these were men, the rest women; again four were workers, one unemployed and the rest of the nineteen people were students). Only four people found KFC their favourite fast food restaurant (all of these were students and there was only one male respondent). The “hladové okno” picked out seventeen people (nine men and eight women; four workers and fourteen students). Those who chose the “another one” were supposed to say which one is their favourite. Six people answered this option (three men and three women; four students and two workers). Two of them said that they do not have a favourite one because they do not like the food at all so they do not visit this kind of restaurants. One of respondents mentioned Burger King, another one Pizza Hut, next Arabic fast food restaurant (Sam’s) and last one noticed that her favourite fast food restaurant is the Green Bar (a vegetarian buffet focused on healthy food).

6.2.5 THE FIFTH QUESTION:

“What do you think about the food in fast food restaurants?”

a. It is cheap, quick and quite tasty

- b. It is disgusting and made from not-very-good quality ingredients
- c. I do not care about what it's made of but I like it a lot

This question has also a range of answers but the respondents were asked to write their own question down if it is different. Twenty-three respondents picked the answer “a” (nine women and fourteen men; only five workers and the rest students). Six people like the most the answer “b” (all of them were students; two male, four female). Next answer was picked up by three people (two woman students, one man worker). Fourteen respondents did not feel familiar with any of these three answers and expressed their own ideas:

“It depends. Some fast food producer use good quality ingredients, some not. It is similar as in other restaurants. All is about the people.”

“It is not always cheap, but it certainly is quick and in most cases also very tasty. However, I have just my favourites which I boy now and then.”

“It is delicious but it is made from not-very-good quality ingredients.”

6.2.6 THE SIXTH QUESTION:

“Have you ever tried to avoid eating this kind of food?”

This question has been included in my questionnaire just because I wanted to find out if people realize that eating this kind of food is unhealthy. The answer was “YES” or “NO” and if the respondent said “YES”, he was also expected to explain why. The result is very well-balanced: twenty-one people said “NO” and twenty-three “YES”. There are ten men from the amount of people who answered that they did not try to avoid eating it – with regards to this fact, I am not surprised at all because it is generally known that men do not care about they figure as much as women do. But in comparison to this, I was quite shocked that eleven ladies answered the same. It could be caused by the fact that all of them are students at the age of twenty or twenty-one (young people sometimes do not really think about it). In comparison to this, nineteen woman admitted that they tried to avoid eating this food (four of them were workers, one was unemployed and the rest were students). Also six men picked up the same answer (four students and two workers). The main reason why these people feel that it could be good to stop eating junk food is the fact that it is unhealthy and it contains lots of calories, fats and other undesired and chemical substances.

“I tried to avoid when I tried to hold some kind of diet or tried to start living healthy life.”

“Because of health problems. Well... it has been a strong recommendation of my nutrition consultant.”

“I tried to avoid it and I was also successful for quite a long time. But unfortunately, the style of my live fetch me back to it.”

6.2.7 THE OVERALL RESULT:

Altogether, the resource acknowledges the fact, that although people know how unhealthy this food is, they still eat it. The main reason for this fact are lack of time, quite low price and wide opening hours of these restaurants and windows. What I find very interesting is the fact that the gender and the profession do not play that important role as I thought before. In my opinion, it is everyone's decision – firstly, there are people who do not like it at all, then there are people who eat it despite the fact that they know that it is good (this is probably the majority) and lastly, there are people who like it, eat it and do not really care if it is good for them or not.

CONCLUSION

The aim of my bachelor thesis was to present the fast food industry as a result of globalization. I tried to explain the world history of the most popular fast food chains and the Czech history of McDonald's restaurants too.

I was speaking about franchising as a popular kind of business and I tried to oppose to some stereotypes about working in fast food restaurant. I explained also all the facts why I disagree with it.

The part that I find the most interesting is definitely the one dealing with the questionnaires. I really appreciate the amount of people who took part in it the resource. There were lots of very intriguing ideas and also some surprising facts. But the overall result is, as I said at the beginning, quite expected.

According to the thesis, I would consider the success of fast food chains as an enormous one.

I would like to point out that the goal of this thesis is not to express the influence of fast food industry on peoples' live in detail. It is trying to point at the fact, that the phenomenon of global fast food chains is more than just popular and successful but also extremely common and ever-present.

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APPENDIX A

Questionnaire

FAST FOOD AND YOUR EATING HABBITs

Gender:

Age:

Profession:

1. What is your opinion to junk food¹?

2. Why do you eat junk food?

3. How often do you eat junk food?

- a. once a day
- b. once a week
- c. once a month
- d. never

4. Which fast food restaurant is your favourite?

- a. Mc Donald's
- b. KFC
- c. „hladové okno“
- d. another one

If your answer is another one, could you please name it?

5. What do you think about the food in fast food restaurants?

- a. It is cheap, quick and quite tasty²
- b. It is disgusting and made from not-very-good quality ingredients
- c. I do not care about what it's made of but I like it a lot

If your answer is different, could you please write it down?

6. Have you ever tried to avoid³ eating this kind of food?

- a. YES
- b. NO

If your answer is yes, could you please explain why?

¹ nezdravé jídlo

² chutný

³ vyhnout se, vyvarovat se

APPENDIX B

Questionnaire

FAST FOOD AND YOUR EATING HABBITs

Gender: Male

Age: 26

Profession: Lawyer

1. What is your opinion to junk food¹?

Unhealthy, but time by time, it's the only way, how to find something to eat. Mostly it has also good taste.

2. Why do you eat junk food?

It's the easiest and the fastest way how to eat. So If I'm in hurry and there is no other option, junk food is fine.

3. How often do you eat junk food?

- a. once a day
- b. once a week**
- c. once a month
- d. never

4. Which fast food restaurant is your favourite?

- a. Mc Donald's
- b. KFC
- c. „hladové okno“
- d. another one**
Burger king :-)

5. What do you think about the food in fast food restaurants?

- a. It is cheap, quick and quite tasty²**
 - b. It is disgusting and made from not-very-good quality ingredients
 - c. I do not care about what it's made of but I like it a lot
- If your answer is different, could you please write it down?*

6. Have you ever tried to avoid³ eating this kind of food?

- a. YES
- b. NO**

If your answer is yes, could you please explain why?

¹ nezdravé jídlo

² chutný

³ vyhnout se, vyvarovat se

Questionnaire

FAST FOOD AND YOUR EATING HABBITs

Gender: Female

Age: 23

Profession: Student

1. What is your opinion to junk food¹?

Everyone eats unhealthy food from time to time. As for me, nobody should take junk food as essentials for their regular diet, though.

2. Why do you eat junk food?

I don't eat junk food often; or rather I try not to. Only thing why I eat it, because sometimes even the unhealthiest food tastes good ☺

3. How often do you eat junk food?

- a. once a day
- b. once a week
- c. once a month**
- d. never

4. Which fast food restaurant is your favourite?

- a. Mc Donald's**
- b. KFC
- c. „hladové okno“
- d. another one

If your answer is another one, could you please name it?

5. What do you think about the food in fast food restaurants?

- a. It is cheap, quick and quite tasty²
- b. It is disgusting and made from not-very-good quality ingredients
- c. I do not care about what it's made of but I like it a lot

If your answer is different, could you please write it down?

It is not always cheap, but it certainly is quick and in most cases also tasty. However, I have just my favorites which I buy now and then.

6. Have you ever tried to avoid³ eating this kind of food?

- a. YES
- b. NO**

If your answer is yes, could you please explain why?

¹ nezdravé jídlo

² chutný

³ vyhnout se, vyvarovat se

Questionnaire

FAST FOOD AND YOUR EATING HABBITs

Gender: MALE

Age: 24

Profession: GRAPHIC DESIGNER

1. What is your opinion to junk food¹?

Tastes well and in comparison to the same food sold in regular shops I have to say it's healthier.

2. Why do you eat junk food?

There are many places where you can buy some in later nights and also because of no preparations and minimal waiting time.

3. How often do you eat junk food?

- a. once a day
- b. once a week
- c. once a month**
- d. never

4. Which fast food restaurant is your favourite?

- a. Mc Donald's
- b. KFC
- c. „hladové okno“**
- d. another one

If your answer is another one, could you please name it?

5. What do you think about the food in fast food restaurants?

- a. It is cheap, quick and quite tasty²
- b. It is disgusting and made from not-very-good quality ingredients
- c. I do not care about what it's made of but I like it a lot**

If your answer is different, could you please write it down?

6. Have you ever tried to avoid³ eating this kind of food?

- a. YES
- b. NO**

If your answer is yes, could you please explain why?

¹ nezdravé jídlo

² chutný

³ vyhnout se, vyvarovat se

Questionnaire

FAST FOOD AND YOUR EATING HABBITIS

Gender: Female

Age: 22

Profession: Student

1. What is your opinion to junk food¹?

I think that if you eat junk food sometimes it is ok. However, if you eat junk food too much, you will get fat and obesity is one of the global problems nowadays. We should try avoiding eating junk food as much as possible because it is unhealthy, definitely!

2. Why do you eat junk food?

Because I sometimes enjoy eating junk food. To tell the truth, in UPOL Menza, chips are the best choice!

3. How often do you eat junk food?

- a. once a day
- b. once a week**
- c. once a month
- d. never

4. Which fast food restaurant is your favourite?

- a. Mc Donald's**
- b. KFC
- c. „hladové okno“
- d. another one

If your answer is another one, could you please name it?

5. What do you think about the food in fast food restaurants?

- a. It is cheap, quick and quite tasty²
- b. It is disgusting and made from not-very-good quality ingredients
- c. I do not care about what it's made of but I like it a lot

If your answer is different, could you please write it down?

Well, I do not think it is always cheap. But it is definitely quick and quite tasty.

6. Have you ever tried to avoid³ eating this kind of food?

- a. YES**
- b. NO

If your answer is yes, could you please explain why?

As I said at the beginning junk food is really unhealthy and I want to live a healthy life ☺

¹ nezdravé jídlo

² chutný

³ vyhnout se, vyvarovat se

Questionnaire

FAST FOOD AND YOUR EATING HABBITS

Gender: Female

Age: 25

Profession: Student/assistant to project managers – Ministry of Education, Youth and Sports

1. What is your opinion to junk food¹?

- I don't like it very much and I try to avoid it

2. Why do you eat junk food?

- I eat junk food just from time to time when I really need something "unhealthy" to satisfy my taste☺, or I eat it when I am abroad as it belongs to the cheaper way of getting food there (you know, poor students☺) or I eat it here when I am in a rush – not to die of hunger and not to "waste" my time... But it is really rare, as I said I try to avoid it

3. How often do you eat junk food?

- a. once a day
- b. once a week
- c. once a month** or even less
- d. never

4. Which fast food restaurant is your favourite?

- a. Mc Donald's**
- b. KFC
- c. „hladové okno“
- d. another one

If your answer is another one, could you please name it?

5. What do you think about the food in fast food restaurants?

- a. It is cheap, quick and quite tasty²
- b. It is disgusting and made from not-very-good quality ingredients
- c. I do not care about what it's made of but I like it a lot

If your answer is different, could you please write it down?

- It's quite tasty and yes – it's quick, not so cheap though – it depends, abroad yes, here not really, it's unhealthy and you put on weight if you eat there, the quality of ingredients is really poor

6. Have you ever tried to avoid³ eating this kind of food?

- a. YES**
- b. NO

If your answer is yes, could you please explain why? See previous answers

¹ nezdravé jídlo

² chutný

³ vyhnout se, vyvarovat se

RESUMÉ

Cílem této bakalářské práce bylo poukázat na rychlé občerstvení jako na produkt globalizace. Zaměřila jsem se na historii hlavních řetězců rychlého občerstvení ve světě a také na historii McDonald's ve světě a v České republice.

Zaměřila jsem se také na franchising jako na podobu nového, velmi populárního podnikání. Práce u McDonald's byla dalším tématem, nesouhlasila jsem s některými všeobecně zažitými názory na tuto práci a také jsem se snažila vysvětlit proč a z jakého důvodu s nimi nesouhlasím.

Velkou a také poslední kapitolu také tvořily dotazníky, kterými jsem oslovila několik desítek respondentů. Dotazníky mi pomohly k vytvoření lepšího a celistvějšího obrazu o tom, jak lidé vnímají tyto restaurace, jak se staví k jídlu, které je zde podáváno a také zda si uvědomují, že je toto jídlo nezdravé a je třeba se mu vyhýbat.

Závěrem bych chtěla podotknout, že se tato bakalářská práce rozhodně nesnaží do detailu vypovědět o vlivech rychlého občerstvení na lidský život. Snaží se pouze poukázat na fakt, že fenomén globálních řetězců rychlého občerstvení je více než populární a úspěšný.

ANOTACE

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Katedra:	Anglického jazyka
Vedoucí práce:	Simon Gill, M.A.
Rok obhajoby:	2010

Název práce:	“McSVĚT”, PRŮMYSL RYCHLÉHO OBČERSTVENÍ JAKO VÝSLEDEK GLOBALIZACE
Název v angličtině:	“THE McWORLD”, THE FAST FOOD INDUSTRY AS A RESULT OF GLOBALIZATION
Anotace práce:	Bakalářská práce se zabývá vlivem globalizace na stravovací návyky v České republice. Věnuje se světovým řetězcům rychlého občerstvení a jejich historií. Dále se zaměřuje především na restaurace McDonald's, jejich úspěch a historii ve světě a v České republice. Zabývá se také franchisingem a prací u této společnosti. Poslední kapitola je věnována rychlému občerstvení v Olomouci a práci uzavírá dotazník, který se snaží zjistit názory na rychlé občerstvení.
Klíčová slova:	Globalizace, řetězce rychlého občerstvení, McDonald's, franchising, McJob
Anotace v angličtině:	This bachelor thesis describes the influence of globalization on eating habits in the Czech Republic. It follows the fast food chains and their history. Then the focus is first of all on McDonald's restaurant, its success and history in the Czech Republic. It provides also the franchising and working for this company. The last chapter deals with the fast food restaurants in Olomouc and the thesis finishes with a questionnaire which tries to find out the general opinions on the fast food industry.
Klíčová slova v angličtině:	Globalisation, fast food chains, McDonald's, franchising, McJob
Přílohy vázané v práci:	Dotazníky
Rozsah práce:	45 stran
Jazyk práce:	Anglický jazyk