

**Profitable
Business**



“I want it...

PERFECT!

Our **quality** must be better than the competition's quality

“I want it...

NOW!

Delivered to customer **faster** than competition can deliver.

“I want it...

FREE!

Lowest price for equal or better value.

*Can we get anything
that's perfect, fast and free?*

Internet

*Can you name anything
that's perfect, fast and free?*

How do they profit?

*Can you name a business
that offers fast service
at a **low** price?*

How do they profit?

*Can you name businesses
that charge very **high** prices?*

How do they profit?





About McDonald's... McDonald's...

Is the leading global foodservice retailer with more than **30,000 local restaurants serving nearly 50 million people in more than 119 countries each day**. Is one of the world's most well-known and valuable brands and holds a leading share in the globally branded quick service restaurant segment of the informal eating-out market in virtually every country in which we do business.

Serves the world some of its favorite foods - World Famous French Fries, Big Mac, Quarter Pounder, Chicken McNuggets and Egg McMuffin.



Our rich history began with our founder, Ray Kroc. The strong foundation that he built continues today with McDonald's vision and the **commitment of our talented executives to keep the shine on McDonald's arches** for years to come.

Employer Awards and Recognition

- McDonald's Named One of 100 Best Companies for Working Moms
- 2001, LATINA Style Magazine recognizes McDonald's Corporation As One Of The Top 50 Best Companies for Hispanic Women to Work for in the USA.
- 1998, Fortune Magazine Global Most Admired Companies, "McDonald's Corporation was named the most admired company in the food services category".
- ComputerWorld Magazine 1997 recognized McDonald's Corporation As One Of The Top 100 Places To Work In Information Systems.
- ComputerWorld Magazine 1997 recognized McDonald's Corporation As Tops In Training.

World Class Training

McDonald's continues to be recognized as a premier franchising company around the world. We believe a major component of this is the world class training you receive prior to becoming an Owner/Operator. McDonald's provides hands on training and the materials you need to be a success in your restaurant business.

ABOUT US



In 1967 the first McDonald's restaurant outside of the United States opened in Richmond, British Columbia. Every day since then, McDonald's Canada has been proud to provide our customers the same great taste, outstanding value, quality and superior service that the Golden Arches is known for worldwide.

Today there are more than **1,375 McDonald's restaurants in Canada, serving approximately three million Canadians every day and employing about 77,000 Canadians from coast to coast.**

SOURCE: www.McDonalds.ca

VALUES and PRINCIPLES

Canada's "best" quick service restaurant experience

The core values we live by ...

- unparalleled levels of Quality, Service, Cleanliness and Value
- committed to our people
- honesty and integrity
- give back to the communities
- celebrate achievements, yet strive to be better

The principles that guide us ...

- always exceed customer expectations
- success based on our *three-legged stool* - Corporate, Franchisee and Supplier Partners
- enhancing and protecting the McDonald's brand
- collaborative management
- committed to franchising
- innovate and lead the industry



Lee Valley is a family-owned business that has been serving users of woodworking and gardening tools since 1978. Our reputation is based on three principles:



- 1. Customer satisfaction:** Any product may be returned within 3 months at no cost to the customer; we return every penny you paid us, plus, for shipments within North America, we will refund your return parcel post costs.
- 2. Integrity:** Our product descriptions are truly what we think of the product; sometimes this means saying such things as: "...handle with hardwood scales complete with spots of wood filler. A tough, ugly tool that is perfect for the person whose usual solution is to use a larger hammer." We let you make good decisions by giving you accurate descriptions.
- 3. We treat the customer like a friend.** We do everything for you that we would do for a friend, including, where necessary, telling you if you are being unreasonable. Nobody is on commission here and there are no minimum sales targets built into anybody's job description. We have found them to be in conflict with good advice. Besides, most of you will spend as much money with us as you can afford so we want to give you good advice, to give you the best value and thereby guarantee ourselves a low rate of product returns. It is best for both of us if we get it right the first time around.

We listen. If you want us to change something or to carry another product, let us know; we may not end up doing what you want but we won't ignore your comments. We have had a lot of good advice from customers over the years and appreciate it. We also get some bad advice; the trick always is in being able to tell which is which, something we are still working on.

About one third of our total sales volume is in products of **our own design**. The vast majority of these are Veritas® brand products made by Veritas Tools Inc., our manufacturing arm. We have a research and development team of 11 people and 40 more in manufacturing. And, to reinforce the part about listening to customers, we have a number of customers earning royalties on products that we manufacture based on designs received from them.

Whether a tool from Lee Valley is one made by Veritas Tools or is one of the 5000 or so we get from around the world, it will always have our **full guarantee**. That means it costs you nothing to try us out. We're confident that the quality and service we provide will be to your liking. Just give us the opportunity.

So, Logic Says:

“Offer ...

QUALITY!

... better than the competition

“Offer ...

SERVICE!

... more convenient and faster than the competition

“Offer it...

CHEAP!

... at a lower price for equal or better value.

But, if you can't do logical, do the **EXTREME** illogical!

“Offer ...

**Products and
Services FREE!**

... make money as a by-product.

“Offer ...

HIGHEST PRICE!

... sell to an unrelated (human) need like:
prestige, scarcity, privilege, belonging.