

Activity 10. McDonalds and Globalization

Source: http://en.wikipedia.org/wiki/List_of_countries_with_McDonald's_franchises, accessed June 13, 2010.

Instructions: The spread of the McDonald's Restaurant franchise around the world is often used as a measure of globalization. The first McDonald's opened in San Bernardino, California in 1940. The first Asian outlet opened in Tokyo, Japan in 1971. In 2009, India and Pakistan each had only 25 McDonald's restaurants. Belarus had only 1. The only McDonald's in Bolivia closed in 2002. As of June 2010, there was still no McDonald's in Afghanistan. Examine the list and answer questions 1 – 5.

United States 13,381	China 660	South Korea 243
Japan 3,598	Mexico 367	Philippines 235
Canada 1,400	Taiwan 338	Sweden 227
Germany 1,343	Italy 290	Poland 225
United Kingdom 1,250	Spain 276	Netherlands 220
France 857	Brazil 251	Hong Kong 200
Australia 701		

Questions

1. In 2009, how many countries have at least 200 McDonald's restaurants?
2. Which Asian countries had more than 200 McDonald's?
3. Which country had the most McDonald's in Europe?
4. In your opinion, why might McDonald's fail to take root in certain countries?
5. In your opinion, why are McDonald's Restaurants used as a measure of globalization?