

McDonald's Franchisee P&L



**Food & Beverage
Sales**



Revenue



Operating profit
5% to 10%

Food & Paper
30% to 40%

Labor
20% to 30%

Rent
8% to 15%

Royalties
4% to 5%

Advertising
4% to 5%

Other
5% <

Source: FDD &
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APP ECONOMY INSIGHTS

How Much Is Mcdonalds Franchise

Michal Rosen-Zvi



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