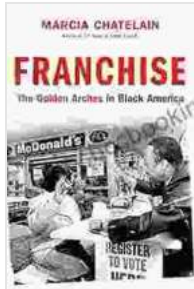


Franchise the Golden Arches in Black America: A Journey to Success and Empowerment



Franchise: The Golden Arches in Black America

by Marcia Chatelain

★★★★☆ 4.5 out of 5

Language : English
File size : 8090 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
X-Ray : Enabled
Word Wise : Enabled
Print length : 326 pages



Franchise the Golden Arches in Black America is a must-read for anyone interested in the history of franchising, the history of Black-owned businesses, or the history of McDonald's. It is a fascinating and inspiring story of how a group of African Americans overcame adversity to achieve success and empowerment through the McDonald's franchise system.

The book tells the story of the McDonald's Black Operators Association (MBA), which was founded in 1972 by a group of Black McDonald's franchisees. The MBA was formed to help Black franchisees succeed in the McDonald's system and to promote the growth of Black-owned businesses. Over the years, the MBA has helped to create a network of successful

Black McDonald's franchisees and has played a major role in the growth of Black-owned businesses in the United States.

Franchise the Golden Arches in Black America is a well-written and well-researched book that provides a valuable contribution to the history of franchising, the history of Black-owned businesses, and the history of McDonald's. The book is full of fascinating stories and insights from the Black McDonald's franchisees who have helped to make the MBA a success. Franchise the Golden Arches in Black America is a must-read for anyone who wants to learn more about the history of franchising, the history of Black-owned businesses, or the history of McDonald's.

The History of Franchising in Black America

The history of franchising in Black America dates back to the early 20th century, when African Americans began to open their own businesses. However, it was not until the 1950s and 1960s that Black-owned businesses began to gain a foothold in the franchising industry. This was due in part to the passage of the Civil Rights Act of 1964, which prohibited discrimination in employment and public accommodations.

One of the first Black-owned franchises was the Chicken Shack, which was founded in 1961 by Earl Jackson in Omaha, Nebraska. The Chicken Shack was a success, and it soon inspired other African Americans to open their own franchises. In 1967, a group of Black investors founded the National Association of Black Franchisees (NABF). The NABF was formed to help Black franchisees succeed in the franchising industry and to promote the growth of Black-owned businesses.

In the 1970s and 1980s, the number of Black-owned franchises grew rapidly. This growth was due in part to the efforts of the NABF and other organizations that supported Black franchisees. It was also due to the increasing number of African Americans who were starting their own businesses.

Today, Black-owned franchises are a major part of the American economy. There are over 2,000 Black-owned franchises in the United States, and they generate over \$5 billion in annual sales. Black-owned franchises have created jobs for thousands of African Americans and have helped to build wealth in Black communities.

The History of the McDonald's Black Operators Association (MBA)

The McDonald's Black Operators Association (MBA) was founded in 1972 by a group of Black McDonald's franchisees. The MBA was formed to help Black franchisees succeed in the McDonald's system and to promote the growth of Black-owned businesses. Over the years, the MBA has helped to create a network of successful Black McDonald's franchisees and has played a major role in the growth of Black-owned businesses in the United States.

The MBA was founded at a time when Black McDonald's franchisees were facing significant challenges. Discrimination was still rampant in the business world, and many Black franchisees were struggling to succeed. The MBA provided a forum for Black franchisees to share their experiences and to learn from each other. The MBA also provided support to Black franchisees who were facing discrimination.

In the early years, the MBA focused on helping Black franchisees to improve their operations and to increase their profits. The MBA also worked to promote the growth of Black-owned businesses by providing loans and other financial assistance to Black franchisees. Over time, the MBA's focus expanded to include advocacy and public policy. The MBA has worked to ensure that Black franchisees have a voice in the McDonald's system and that they are treated fairly by the company.

The MBA has been a major force in the success of Black McDonald's franchisees. The MBA has helped to create a network of successful Black McDonald's franchisees and has played a major role in the growth of Black-owned businesses in the United States. The MBA is a shining example of how African Americans can overcome adversity to achieve success and empowerment.

The Impact of the MBA

The MBA has had a significant impact on the success of Black McDonald's franchisees and on the growth of Black-owned businesses in the United States. The MBA has:

- Created a network of successful Black McDonald's franchisees who support each other.
- Provided loans and other financial assistance to Black franchisees to help them grow their business

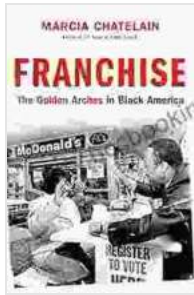
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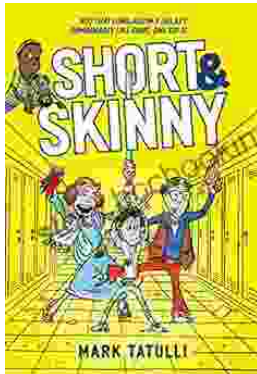
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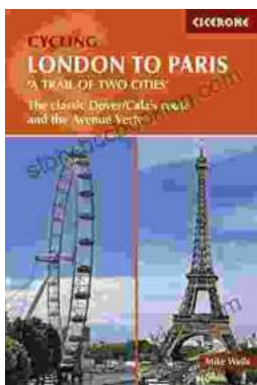
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