

The Legacy that you are buying into - The Turn-Key Revolution.

You are about to become a child of the Turn-Key Revolution so it is time to familiarise yourself with the legacy that you are buying into. McDonalds, Mercedes, Coca Cola, Federal Express, Disney World, IBM and General Motors, to name a few, are all companies who have utilized the concept of a Franchise Prototype. Many of these companies worked through the process of successfully taking their respective prototypes to the next step, The Business Format Franchise. The Business Format Franchise, in turn, has been the launching pad for the Turn-Key revolution. So understand that you are about to join some good company and that you will be setting out to emulate their achievements!

But let's not get ahead of ourselves. What exactly is the Turn-Key Revolution and what is its history?

The Turn-Key Revolution has changed the way business is done throughout the world. The world in general and now you in particular, have Ray Kroc to thank for it. Why? Because it was Ray Kroc who created much more than just a super, successful business. It was Ray Kroc who created the model upon which generations of entrepreneurs have since built their fortunes - a model that was the genesis of the franchise phenomenon which is the Turn-Key Revolution. And for all of those who think you might have left your charge too late in life, take heart. Ray Kroc was fifty-two years of age when he made his discovery!

Ray Kroc, the milkshake machine salesman, was the consummate entrepreneur in waiting when he walked into a hamburger stand in San Bernardino in 1952. There he witnessed an operation that he had never seen before. The business worked like a Swiss watch, with hamburgers being produced quickly, efficiently, inexpensively and identically. And it took no more than inexperienced, ordinary high school kids to man the operation as they merely followed a system which was designed to leave the customers happy and satisfied every time. In Ray Kroc's mind, he had just witnessed a miracle. He recognised that this was not just a hamburger stand, but a money making machine.

That Hamburger stand was owned by the MacDonald brothers, and Kroc wasted little time in convincing the brothers to let him franchise the method they had created. Twelve years and several million hamburgers later, Kroc bought out the MacDonald brothers and went on to create the largest, retail, prepared food distribution system in the world. Kroc had spotted a simple truth, namely that the true product of the business is not what it sells, but how it sells it. In other words, he believed that the true product of the business is the business itself. The Turn-Key Revolution and the Business Format Franchise was born of this belief, which, at the time, ran counter to what most business founders believed. They believed that the success of the business lies in the success of the product it sells. Kroc followed his belief. From the outset he looked at his business as his product. His aim was the same as that of anybody in business. He wanted to sell his product. Because his product was his business, the franchisee became his first, last and most important customer.

Kroc knew that, in order to gain the attention of the planned large number of potential franchisees, he had to create a business that not only worked, but a business that worked better than any other

business around! But beyond that, Kroc's genius lay in his complete understanding of the crucial fact that the operational system of the business would have to be capable of running the business on its own. Forced to create a business that worked in order to sell it, Kroc therefore also set about creating a business that would work once it was sold, no matter who bought it. That way he would have the buyers lining up, and his vision would have been realised!

In essence what Kroc set out to do was create a Franchise Prototype - a foolproof, predictable business, a systems dependent not a people dependent business, and, most importantly, a business that would work without Kroc having to be involved himself. Kroc began to re-engineer McDonalds decades before the word and the process came into fashion. Kroc began to think about ways in which the component parts of the prototype could be constructed so that it could be assembled at a very low cost with totally interchangeable parts. He began to think about how the component parts could be constructed so that the resulting business system, which would drive the business, could be repeated over and over again - with each new business working as reliably and predictably as those which preceded it. And no detail was too small. Kroc paid attention to everything. Kroc's franchise prototype was refined and perfected until it was able to provide the franchisee with an entire system of doing business - a Turn-Key Operation where the franchisee gets the key to his business and is instantly ready to open for business.

Ray Kroc and McDonald's have gone on to achieve staggering success. McDonald's is now a multi, multi billion dollar a year business operating worldwide serving food to millions of people. Since Kroc's initiative, other entrepreneurs have followed his lead. Statistics taken in the USA in the early nineties, showed that franchising had produced more than a million businesses nationwide, with an annual turnover of almost \$800 billion (which then equated to 41% of every retail dollar spent in the USA) and a workforce of 8 million full and part-time staff, making it the largest employer of high school youth in the USA's economy.

All that from a milkshake machine salesman who had a vision and who set about living his dream. As you are now about to do. It's an empowering experience. Go to it!

* The Turn-Key Revolution is a major part of the E-Myth Business Systems which helps maximise both the quality of life of the business owner and the performance potential of his or her business. Need to know how to set up your business?

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