



Welcome Letter

Welcome to C & R Management Company!

C & R Management Company ("the Company," "C & R Management") owns McDonald's restaurants across Utah's Wasatch Front. Our organization has been serving our quick and easy great menu including our world-famous French Fries to the local Utah community for more than 45 years and we are grateful for the opportunity to serve our guests each day with a smile. Whether you're looking for your first job, next job, or career, we are excited to have you join our motivated team and provide a safe and fulfilling environment for you to work and grow.

C & R Management Company began when Charles Sparrer built his first McDonald's restaurant in Granger, Utah in 1975. C & R Management Company has been a family run business from the very beginning with Chris and Rob (pictured below) working side by side with their father in the restaurants. Chris and Rob worked their way up from crew to become McDonald's Operators and now they lead the Company while continuing to value people as the heart of their Company. We look forward to continuing to grow our Company and hope you grow with us. We welcome you to the McDonald's family!

As you become familiar with our company culture, we hope you will take advantage of the opportunities to enhance your career and further C & R Management Company's goals. You are joining an organization that has a reputation for outstanding leadership and expertise. With your active involvement and support, the Company will continue to achieve its goals. We sincerely hope you will take pride in being an important part of C & R Management Company's success.

Please take time to review the policies contained in this handbook. If you have questions, feel free to ask your manager or to contact the Human Resources department at (801) 280-9299.



Company Vision and Mission

Our Vision: Taking care of the people who take care of our guests.

Our Mission: We strive to be the best and achieve our maximum potential. We empower our team with a culture of gratitude and opportunity for growth and learning. We are connected to and serve our community with Ronald McDonald House Charities (RMHC) being our charity of choice.



100% Happy Guests

Our culture is all guests 100% HAPPY! The guest is the entire reason for our business. Everything each of us does must be to make every guest happy.

What do we do to make a guest happy?

Quality

- Hot, fresh, pretty product and packaging.
- Hot, fresh, salted, crisp fries.
- Sandwich assembled correctly, including grill orders.

Fast

- Total experience time is under 5 minutes.
- Order end to present end 120 seconds.
- Receipt to present in counter 90 seconds.
- Greet guests immediately at the drive-thru and counter.

Accurate

- Receive complete and correct order, sandwich, fries, or hashbrowns, and a drink.
- Receive correct grill order.
- Receive napkins and straws.
- Receive correct condiments.

Clean

- Lobby and dining room clean and being cleaned, including tables, chairs, floors, and condiment center.
- Clean restrooms, stocked with soap and paper products.
- Crew member appearance, clean, sharp, professional, and smiling.

Friendly

- Friendly greetings, smile in your voice, and on your face. And drive-thru ask the guest if they will be using the app, and if they will, ask for the code, then greet them by name.
- Friendly closing, presenting the food to the guest, thanking them by name when curbside or table service order.
- Attentive service, do not interrupt, do not have another conversation while taking care of the guest, look the guest in the eye and smile.
- Effective communication, able to understand, and communicate clearly with the guest.

Be nice your way!

We want our guests to say:

- “Visiting McDonald’s is the most enjoyable part of my day.”
- “You make it easy for me to get exactly what I want every time.”
- Greet every guest you see, say hi to them all.
- Interact with the guests including the kids.



- Thank them all, they are the reason we all have jobs.
- Make them feel “special,” look for ways to serve them.
- Look in the eyes, don’t take your eyes off them until they have left you.

Make it right!

We want our guests to say:

- “When you don’t get it right, you always help me and make it right.”
- What you can do when a guest has a complaint:
 - Listen
 - Apologize
 - Solve
 - Thank
- You can take care of the guest without having to get the manager. The only time you must get a manager is to give a refund.
- If we have disappointed them, do all you can to make them happy.

Make them happy!

- *Will you do all you can to make every guest you see today happy?*
- Will you:
 - Smile at each guest
 - Greet each guest
 - Say hi to each guest
 - Satisfy their requests
 - Treat them with respect
 - Look them in the eyes, and
 - Tell your restaurant manager, supervisor, or the Director of Operations what you need to satisfy all our guests. We will do all that we can so that you can make 100% of our guests HAPPY!

We ALL COMMIT to do everything WE can to make every guest HAPPY!



Organizational Structure

C & R Management's organizational reporting structure:

Crew Member → Shift Manager → Department Manager → General Manager

→ Area Supervisor → Director of Operations → Owner/Operator