



Own Your Future As The Next McDonald's Franchisee



Making Delicious Feel-Good Moments Easy for Everyone



Welcome to McDonald's Malaysia Franchising

McDonald's Malaysia is embarking on an exciting new chapter, with a planned investment of RM1 billion over the next five years to open 100 new restaurants, modernise existing outlets, and further enhance our digital capabilities.

As we continue to grow, we are expanding our presence across Sabah, Sarawak, the Klang Valley, and other fast-growing, tourism-driven communities, including towns that have yet to welcome their very first McDonald's restaurant.

Franchising will be at the heart of this journey. Today, 25 McDonald's restaurants are proudly operated by 15 franchisees across Malaysia. In the years ahead, we look forward to growing this network and welcoming more passionate entrepreneurs into the McDonald's family.

This expansion will also create more than 10,000 job opportunities for Malaysians, while supporting a wide network of local

businesses and industries, from logistics and renovation to equipment, cleaning, and security services. It reflects our continued commitment to creating meaningful economic opportunities and investing in the communities we serve.

With more than 370 restaurants nationwide, McDonald's Malaysia remains one of the country's most trusted and loved brands. Backed by strong demand, a proven business model, and world-class support, franchising with McDonald's offers an exceptional opportunity to build a rewarding and lasting business.

If you have the passion, drive, and ambition to grow with one of the world's most iconic brands, we would love to welcome you on this journey. Your McDonald's story begins here.

YBhg. Dato' Hj Azmir Jaafar
*Managing Director & Local Operating Partner of
McDonald's Malaysia*



Why Choose McDonald's Malaysia

Global Leadership

Own the World's Most Recognized Brand: Leverage a global powerhouse with elite supply chains and marketing to give your business an instant competitive edge.

Mastery & Support

World-Class Training from Day One: Master every facet of operations through immersive, expert-led programs designed to turn you into a high-performance business leader.

The Turn-Key Model

Proven Systems, Your Leadership: Step into a ready-made foundation of excellence where our "Feel-Good Playbook" meets your drive to build a lasting legacy.

Community Impact

Profit with Purpose: Drive meaningful change through localized initiatives that make your restaurant a pillar of community support and engagement.

People First

Building Careers, Not Just Jobs: Join a legacy of stability that prioritizes direct, local hiring and long-term career growth and development over contractual employment.

Franchise Opportunity Overview

McDonald's Malaysia empowers dedicated entrepreneurs through an exclusive individual franchise model. We partner with hands-on franchisees who are ready to lead and grow their business within our world-class system. Backed by global brand equity and deep local expertise, you will build a resilient and sustainable legacy. As a franchisee, you invest in the restaurant's **ESSD (Equipment, Seating, Signage, and Decor)**, initial costs, and pre-opening expenses. Depending on our strategic market expansion, opportunities are offered for either **New Restaurant** or **Existing Restaurant**.

Who We Are Looking For

We welcome applications from individual partners who are:

- Committed to hands-on restaurants training program and operations
- Strong in people leadership and development
- Entrepreneurial and business minded
- Passionate about customer service excellence and being local ambassador
- Fully dedicated to building a long-term business success
- Open to relocate based on availability of restaurants

Note: To ensure personal commitment and operational excellence, we partner exclusively with individual franchisee. Corporate entities or joint ventures are not eligible for our franchise model.

Your Role As A Franchisee

As a Franchisee, you will:

- Own and operate your McDonald's restaurant
- Be actively involved in daily operations and community presence
- Lead and develop your restaurant team
- Drive customer experience and business performance

Investment Overview And Franchise Package

McDonald's franchise model is designed as a long-term, sustainable business opportunity, with returns driven by operational excellence, customer demand and strong brand equity.

Franchisees typically experience progressive business performance over time, supported by a proven operating system and strong market presence.

Franchise Package:

- Asset Purchase Price.
- Initial Payment: Initial Royalty, Security Deposit, Pre-Opening Expenses and Administrative Expenses such as stamp duty.
- Ongoing Fees (Monthly Basis): Royalty, Franchisor Revenue Share, Marketing Commitment and System Support Fees.

Initial Costs

- **Initial Royalty** – **USD 22,500 + USD 22,500** for 20 years tenure which is paid upon or prior to the commencement of the franchise.
- **Security Deposit** – Ringgit Malaysia **Eighty Thousand (RM 80,000-00)** only in the form of irrevocable and “on demand” banker’s guarantee in favour of the Franchisor.
- **Pre-Opening Expenses** – Approximately **RM 250,000** for initial stock purchases and staff training.
- **Administrative Expenses** – Stamp duty (payable to government) is assessed on necessary documentation and is paid by the franchisee.

Ongoing Fees (Monthly)

- **Royalty** – **5%** of Restaurant's Gross Sales
- **Franchisor Revenue Share** – Depending on store type, location and performance – may vary between **11% -19%**
- **Marketing Commitment** – **5%** of Restaurant's Gross Sales
- **System Support Fees** – **RM 3,000.00**

Real Stories From Our Franchisees

McDonald's Malaysia franchisees come from diverse backgrounds, united by shared commitment to hands-on ownership and operational excellence.

Their journeys reflect the strength of the system, the importance of leadership, and the value of long-term dedication.

Let's get to know some of our franchisees' stories.

For nearly 14 years, I have built my journey as a McDonald's franchisee in Ipoh on a simple belief: strong teams and community trust are the foundation of lasting success. Since starting in 2012, after leaving the corporate world, I've embraced a hands-on approach—focusing on understanding the business from the ground up while building meaningful relationships within my team and the local community.

One of my proudest achievements has been seeing my people grow, with many progressing from crew members to leadership roles. This journey has reinforced my belief that leadership is not just about results, but about creating opportunities that make a difference in people's lives.

Through challenges, including the 2023 Middle East conflict, I've witnessed how unity and mutual support strengthen resilience and keep us moving forward. For me, success is not just about business performance, but about empowering people and growing together with the community.

Mohd Fairuz Iqma
McDonald's Franchisee





My journey with McDonald's began in 2011, when my father became a franchisee. As a second-generation franchisee, I was exposed to the business early on, spending my weekends learning the operations and supporting the team. These experiences shaped my understanding that McDonald's is not just about running a restaurant – it's also a people business.

In 2022, I officially took over my first restaurant. Stepping into this role during a challenging period taught me the importance of resilience, consistency, and strong leadership. While navigating operational challenges, I remained focused on maintaining quality, supporting my team, and building trust within the local community.

Currently, I manage two restaurants and continue to focus on developing my team and strengthening operations. For me, this journey is not just about business growth, but about investing in people and building something meaningful for the long term.

My advice to anyone aspiring to become a McDonald's Franchisee; this is a long-term commitment that requires discipline, passion, and dedication. It is not a passive investment, but for those willing to invest in people and embrace the journey, it can be truly rewarding.

Cheah Peng Han @ Alex
McDonald's Franchisee

I began my journey as a McDonald's Franchisee in 2010, and over the past 16 years, I have grown both personally and professionally. I chose McDonald's because of its strong operational systems, commitment to quality, and values that resonate with me.

Being hands-on has been the key to my success. I spend long hours on the floor, working alongside my team, addressing challenges and engaging with customers. Many of my team members who started early as crew have grown into managerial roles. I treat my team like family, and their loyalty has been my greatest strength.

I am also committed to giving it back to the community. From supporting schools and orphanages to engaging with individuals with special needs, my team and I strive to create a meaningful and lasting impact.

For me, success in McDonald's is more than just investment -it's about passion, commitment, and people. It requires being hands-on and truly caring about the business.

Agnes Chee
McDonald's Franchisee





Start Your Journey With McDonald's Malaysia

Take the first step towards becoming an individual franchisee and building your own McDonald's business success. **Let's Talk!**



The Franchising Department

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