

## MEMO

**To:** Chris Kempczinski, McDonald's  
**From:** Nicoloe Yanoff, University of Delaware  
**Subject:** 2020 McDonald's business report review  
**Date:** April 24, 2022

I am happy to be sharing my positive feedback on your company's 2020 annual business report.

There are very few recommendations that I have on your annual report given that it was put together very well. The only recommendation I have, involves the pictures on the front page.

- Don't recommend the use of pictures because some of them didn't make it feel like as much of a professional business report.
- Tone is very professional and friendly and it really hooks the reader's attention.
- Document design was perfect with the headings being colored and everything was very well organized and easy to read.
- Organization and use of bullet points was very well thought out and draws your attention to the most important parts.

Overall, the annual report was very well written and put together in a way that will attract the reader's attention and they will easily get out the important information. The tone was very professional while still being friendly and warm. The only thing I would recommend is changing some of the pictures on the first page or taking them away. Having some of the pictures made this feel less professional and you don't want people to think this.

In summary, this business report does what it needs to do and it was very good. Making the slight revision suggested will help make this even better.