



Investment idea:

**“Time to buy McDonalds stocks
at the minimum and take the maximum!”**



McDonalds (#MCD) — is an American corporation, the most famous fast food network in the world. Until 2010, the world's largest chain of fast food restaurants working on a franchise system. Chain of restaurants McDonalds operates in 119 countries. The brand McDonalds is among the most recognizable world brands.

The total turnover for 2016 was \$ 35.39 billion, capitalization for 2017 the year reached \$ 100 billion. The company McDonalds was founded in 1940.





Factors indicating the purchase of McDonalds stocks in July:

- **McDonalds revitalizes the business.** Fast food chain McDonalds updates the menu actively, offering customers more useful products, in conditions of changing trends to a healthy lifestyle, and constantly works on service improvements in restaurants.

This couldn't but affect the growth performance for the first quarter of 2018. Thus, the number of McDonalds customers increased by 0.8%, and sales - by 5,5%.

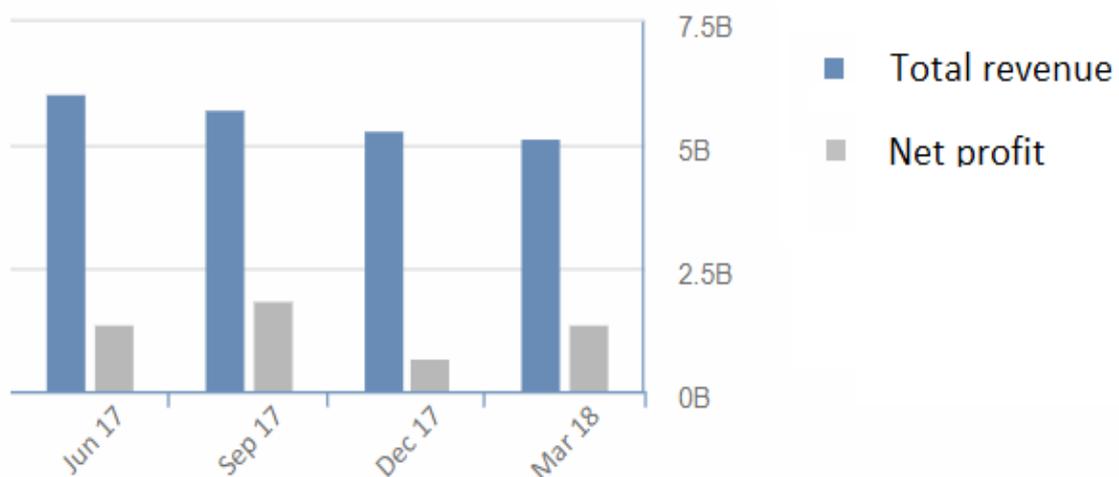


Fig. 1. The MCD profitability graph.

- **The profitability report**, that is aimed at reducing the overall income, showed significant increase in net profit compared to the previous quarter, which confirms the effectiveness of the direction of changes in the company's policy.





Optimistic forecasts for earnings per share, despite the slowdown income McDonalds in the last three quarters, remain consistently high that continues to attract investors. Also worth paying attention to stable outstripping of forecasts.

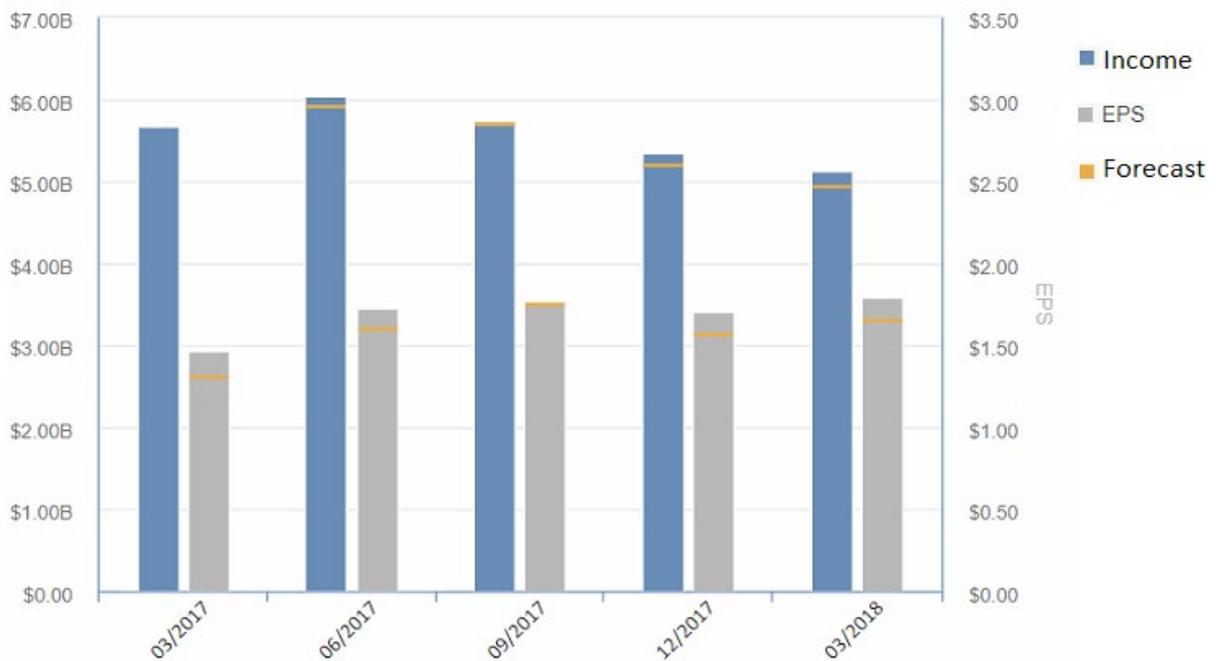


Fig. 2. Graph of profitability with EPS and forecasts for the company McDonalds.

July forecasts for McDonalds are: Income of 5.35 billion (higher than in fourth quarter of 2017), EPS 1.93 (the maximum value for the the last few years).

- **Technical factors.** Since March this year, McDonalds stocks are traded in an established uptrend. Stocks are in an excellent position to buy near the bottom border of the upward channel at the time of writing the investment idea. An additional signal to buy is the oversold on the indicator Stochastic, what suits the best for investments for July.





Fig. 3. MCD stocks Graph.

The main issue is — to connect to the idea on the growth resumption!

Recommended period of connection to the idea - from 2 to 6 July 2018.

The period of rehears of the idea is July 31, 2018.

The recommended start amount is \$ 10,000.

Potential profit is from 300% to 500% of the lot size.

Connect!

** Entry points, exact profit, protective orders and transaction hedging - check with the manager when you connect!*