



Success News

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McDONALD'S Hard Work Leads to Success

Del Rio, TX – Martha and Frank Mendoza didn't want to take their children to McDonald's, they wanted them to own it! In 1976, Martha and Frank took a step towards self-employment by purchasing opening a McDonald's in Del Rio. This one location soon grew to 12 McDonald locations.

Mr. and Mrs. Mendoza opened their first McDonald franchise with the assistance of an SBA guaranteed loan. Without SBA's assistance, their dream of owning their business may have taken several years before becoming reality.

Being business owners has been fun for Mr. and Mrs. Mendoza. They like to meet the customer's need and have been proactive in their marketing. In addition, they have maintained a high level of quality and service to the communities in which they operate their restaurants. Owning restaurants in border communities has not always been an easy task. They were challenged to meet their customers' needs and face adversity head on. Mr. and Mrs. Mendoza needed to provide a lettuce and tomato sandwich to their Del Rio community and they worked with McDonald's to bring this sandwich to their customers. During the peso devaluation that adversely affected the border communities, McDonald's continued to accept the peso which allowed them to maintain their customers.

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Mr. and Mrs. Mendoza are committed to their business and have worked hard to become successful. They now have their two children and two grandchildren involved in the business. When they retire, they know the restaurants will be operated with the same level of quality and service they have strived to provide over the course of 30 years.

The family continues to stay involved with the Del Rio community and serve as members several community organizations such as the International Bridge Board, Lions Club, St. Joseph's Church Building Committee, International Good Neighbor, Boys and Girls Club, Pan American Roundtable, and the Del Rio Event Committee.

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