

Arcos Dorados Comércio de Alimentos Ltda in Consumer Foodservice (Brazil)

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Abstracts

Arcos Dorados Comércio de Alimentos represents the leader in chained consumer foodservice in Brazil: McDonald's Corp. McDonald's strategy in Brazil includes putting effort into portfolio diversification in order to provide customers with premium options. This is the company's strategic response to the opening of several gourmet burger shops in large consumer centres in Brazil, like the city of São Paulo. Also, McDonald's continues to invest in its desserts: Every three months the company launches...

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