

McDonald's Bulgaria EOOD in Consumer Foodservice (Switzerland)

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Abstracts

The company aims to strengthen its position in Switzerland, through innovation in its restaurant models, menu, ingredients and service, while focusing on a more localised strategy. The rollout of its various new concepts is expected to continue during the forecast period, including “Salad Bar”, and “Service at the Table”. Moreover, the company will continue expanding with 2-4 new outlets every year and introduce self-ordering kiosks in all restaurants in Switzerland.

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