

McDonald's China Development Co Ltd in Consumer Foodservice (China)

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Abstracts

McDonald's China will continue to carry out more marketing, promotional and PR activities that are designed to promote the McDonald's brand image and differentiate the company from its competitors. These activities will focus on value, food taste, menu choice, nutrition, convenience and the customer experience to woo local customers. In addition, the company will continually endeavour to improve its social responsibility and environmental practices to achieve long-term sustainability, which bene...

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