

McDonald's Corp in Consumer Foodservice (Brazil)

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Abstracts

McDonald's Corp leads chained consumer foodservice in Brazil. The McDonald's strategy in Brazil has included focussing on portfolio diversification and the personalisation of sandwiches in order to attract the attention of consumers in a challenging atmosphere. In addition, the company is also offering many promotions so as to provide consumers with the possibility of having a meal for less than BRL10, and thus protect its market share.

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