

McDonald's Holdings Co (Japan) Ltd in Consumer Foodservice (Japan)

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Abstracts

McDonald's Holdings Co (Japan) Ltd continues to focus on recovery from the crisis after the series of food scandals that occurred in 2014. In its business revitalisation plan released in April 2015, the company placed "customer focused initiatives" in the first place and clearly stated that the food safety and quality would remain its number one priority. FY2016 will be a critical year for the company to find whether or not it can turn its performance back to positive after two years of serious...

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