

McDonald's CR sro in Consumer Foodservice (Czech Republic)

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Abstracts

McDonald's CR sro is expected to focus on outlet expansion. In 2015, it launched a new strategy, whereby the company strengthens its franchisees and shifts company-operated outlets to franchisees. The company expands to all bigger cities and key points in the country, such as tourist attractions or around motorways. It serves as an innovator in fast food and regularly introduces new menu items. In 2016, the company launched ordering kiosks in some of its restaurants with the aim of increasing sp...

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Contents

Strategic Direction

Key Facts

Summary 1 McDonald's CR sro: Key Facts

Summary 2 McDonald's CR sro: Operational Indicators

Suppliers

Competitive Positioning

Summary 3 McDonald's CR sro: Competitive Position 2016

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