

McDonald's Deutschland Inc in Consumer Foodservice (Germany)

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Abstracts

McDonald's Deutschland will continue to work to improve its performance following several weak years around the middle of the review period. Apart from the gradual remodelling of its outlets according to the "Restaurant der Zukunft" (restaurant of the future) format, the company is focusing on mass customisation concepts, for example in the form of customised burgers as well as different options for ordering and payment.

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Contents

Strategic Direction

Key Facts

Summary 1 McDonald's Deutschland Inc: Key Facts

Summary 2 McDonald's Deutschland Inc: Operational Indicators

Suppliers

Competitive Positioning

Summary 3 McDonald's Deutschland Inc: Competitive Position 2016

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