

McDonald's Franchise GmbH in Consumer Foodservice (Austria)

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Date: May 2017 Pages: 3 Price: US\$ 150.00 (Single User License) ID: M3D31C49593EN

Abstracts

Facing saturation in terms of outlet expansion and strong competition from a growing variety of burger restaurants, McDonald's Franchise is likely to seek additional growth through expanding its home delivery service. In addition, the company is expected to keep adjusting its menu to increasingly discerning consumers regarding burgers.

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