

# McDonald's Hungary Kft in Consumer Foodservice (Hungary)

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## Abstracts

McDonald's Hungary Kft is the leading chained consumer foodservice operator brand and is set to streamline operations with a focus on locations and outlets that meet sales and profit requirements, with outlets suffering from falling traffic flow due to changes in geomarketing conditions moving to new locations. In addition, the company is also challenged by a shortage of workers and increasing labour expenses, with various loyalty programmes and innovative cafeteria benefits being offered to mai...

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