

McDonald's Israel in Consumer Foodservice (Israel)

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Abstracts

The company launched a new smartphone app during 2015, through which consumers can place orders prior to arriving at a McDonald's outlet and simply pick their order up upon arrival, thus saving them waiting time. McDonald's is set to continue promoting the app whilst gradually introducing delivery services into its outlets, a move which it has already begun to implement. These delivery services will likely be integrated into the mobile app, which will ease the company's shift towards offering de...

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