

McDonald's Polska Sp zoo in Consumer Foodservice (Poland)

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Abstracts

McDonald's Polska Sp zoo is expected to focus on special offers, advertising campaigns and implementation of digital strategy through touchscreens and the "Create Your Taste" service. Strong emphasis is likely to be put on development in smaller cities, especially transit ones through which many potential customers travel. The McDrive concept will be a key element of the McDonald's development strategy in Poland.

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