

McDonald's Restaurant Pte Ltd in Consumer Foodservice (Singapore)

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Abstracts

McDonald's Restaurant will continue to maintain its market-leader position in fast food through a focus on food technology and new product innovation. It will be ensuring a smooth transition for the handover of operations to Lionhorn as the company moves towards a franchise model. The company is still in the midst of a turnaround and will aim to grow its profits over the forecast period.

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