

McDonald's Restaurants Ltd in Consumer Foodservice (United Kingdom)

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Abstracts

McDonald's performed well in 2015 but is aware of the growing threat from new competitors offering premium quality. McDonald's is thus seeking to adapt its offer to changing consumer demand. The company is testing a new range of premium burgers and also trialling customisable burgers and table service. McDonald's will thus seek to offer increased food quality and to improve the dining experience. Food quality and dining experience are perceived as McDonald's two main weakness by many, while beco...

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