

McDonald's Romania SRL in Consumer Foodservice (Romania)

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Abstracts

McDonald's Romania SRL is 100% owned by McDonald's Corp and acts as the US-based multinational company's subsidiary in Romania. McDonald's remained the only US-based company directly operating a consumer foodservice chain in the country at the end of the review period. McDonald's Romania was the country's leading consumer foodservice company throughout the review period and in 2015 as well as operating the biggest chain in value sales terms. The success of the company is the result of positive p...

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