

McDonald's Slovakia sro in Consumer Foodservice (Slovakia)

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Abstracts

McDonald's Slovakia is set to continue to benefit from its high level of popularity in Slovakia, positively impacted by a growing burger cuisine in the country. Menu innovations, a proactive marketing approach and the search for new potential store locations are set to have an impact on future sales. Only a very few factors might hamper the company's sales growth, for example, in the event of a food scandal. Hiring employees and improving the quality of service in its stores by further educating...

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