

# McDonald's Srl in Consumer Foodservice (Italy)

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## Abstracts

In 2016, after introducing ordering kiosks, McDonald's introduced table service. According to the company, establishing ordering kiosks was a necessary step before implementing full app ordering directly from customers' phones. In fact, Italian consumers are not yet ready to abandon the counter completely, and this is something that will be done in the future, so that in-store personnel can focus on table service only.

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## Contents

Strategic Direction

Key Facts

Summary 1 McDonald's Srl: Key Facts

Summary 2 McDonald's Srl: Operational Indicators

Suppliers

Competitive Positioning

Summary 3 McDonald's Srl: Competitive Position 2016

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