

McDonald's Suisse Holding SA in Consumer Foodservice (Switzerland)

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Abstracts

McDonald's was the second-placed fast food restaurant in Switzerland in 2013 in value terms. The company seeks to grow in the country both by increasing its value sales and expanding its number of outlets. In addition, the company is continuing to modernise its outlets in a bid to differentiate itself from its competitors by offering customers a unique experience with infotainment locations. McDonald's is expected to continue placing health and wellness at the core of its strategy by improving...

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