

McDonald's Suisse Restaurants Sàrl in Consumer Foodservice (Switzerland)

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Abstracts

The company aims to strengthen its position in Switzerland, through innovation in its restaurant models, menu, ingredients and service, while focusing on a more localised strategy. A further expansion of outlets is expected over the forecast period.

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Contents

Strategic Direction

Key Facts

Summary 1 McDonald's Suisse Restaurants Sàrl: Key Facts

Summary 2 McDonald's Suisse Restaurants Sàrl: Operational Indicators

Suppliers

Competitive Positioning

Summary 3 McDonald's Suisse Restaurants Sàrl: Competitive Position 2016



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