

Moskva-McDonald's ZAO in Consumer Foodservice (Russia)

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Abstracts

The largest player in consumer foodservice, Moskva-McDonald's, plans to continue its geographical expansion across the country over the forecast period. The company's target is to increase the share of franchised outlets to 20% in 3-5 years. Among the major strategic directions is full localisation of production in Russia by the end of 2018. According to the firm, in 2016, around 85% of its products were purchased from Russian suppliers, while the remainder was imported. The player has also anno...

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