

Rekso Nasional Food PT in Consumer Foodservice (Indonesia)

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Abstracts

Rekso Nasional Food, the master franchisee for McDonald's in Indonesia, is set to continue with its strategy of relocating some of its outlets to more strategic locations, especially stand-alone locations that can offer drive-through and 24-hour service. In terms of the development of new menu items, the brand is expected to go beyond burger fast food menus, which is evident in moves such as the recent launch of its fish menus as well as its rice bowl menus. The company has set itself the goal o...

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Contents

Strategic Direction

Key Facts

Summary 1 Rekso Nasional Food PT: Key Facts

Suppliers

Competitive Positioning

Summary 2 Rekso Nasional Food PT: Competitive Position 2016

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