

Rekso Nasional Food PT in Consumer Foodservice (Indonesia)

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Abstracts

Rekso Nasional Food is the master franchisee for McDonald's in Indonesia and the company is expected 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 services. In terms of product development, 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. The company has set itself the goal of opening 15 new outle...

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