

# Svenska McDonald's AB in Consumer Foodservice (Sweden)

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Date: May 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: S06A5F1E5C0EN

## Abstracts

Svenska McDonald's did not expand its outlet network in Sweden during 2016 and already suffers from saturation. However, the company will continue to expand slightly through franchising, but primarily focus on strengthening the somewhat poor McDonald's brand image with healthier menu alternatives and a gourmet selection.

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