

Svenska McDonald's AB in Consumer Foodservice (Sweden)

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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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Contents

Strategic Direction

Key Facts

Summary 1 Svenska McDonald's AB: Key Facts

Summary 2 Svenska McDonald's AB: Operational Indicators

Suppliers

Competitive Positioning

Summary 3 Svenska McDonald's AB (including franchisees): Competitive Position
2016

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