

# Business Research Frozen Food from McDonalds Food

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## Abstracts

McDonalds started its operations in Kuwait in 1994 when it open its first franchise in Kuwait city and now the McDonalds spend more than two decades in the Kuwait. In the journey of more than two decades McDonalds have established itself as a well known and top priority food brand in the Kuwait. It provide ready to cook frozen food, fried food and other categories of fast food along with desserts, drinks and ice creams.

McDonalds is the leading brand of the world in the fast food industry. Frozen food is the new inventions of the food industry where it is provided to the clients in ready to fry form and clients are just require buying the frozen food from the McDonalds and frying it. It looks perfect for the busy routine of the modern world but still it has several health and cultural issues. McDonalds provide the frozen chicken, frozen wings, frozen and bottled coffee and many other frozen food of this nature that needs do not much time of the clients for using such food (McDonald's, 2016). Cont... (3000 words of this report)

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“Is frozen food healthy for the people of Kuwait and what is the trend of frozen food of McDonalds in Kuwait according to the preference of the people?”

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