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Abstracts

In this case research report we will use the annual report of the McDonalds for the year 2014 and evaluate the corporate performance of the company by evaluating different elements and factors like the financial performance, corporate social performance of the company and especially the ratio analysis of the company that is the main component of the analysis of the corporate performance and it also describe the success story of the leadership of the company. This report will be divided into four main parts as in the first part we will evaluate the Industrial analysis of the company and for this purpose we will use the Porter's model and the concentration ratio analysis and the industrial growth and size analysis so that to judge the industrial performance of the company. In the second part of the report we will do the external environmental analysis in that all the components of the external environment like the political analysis, social analysis, economic analysis and the technological analysis. In the third part we will do the internal environment analysis of the company and for this purpose we will use the ratio analysis and the SWOT analysis that will provide the information on the corporate governance of the company. In the fourth part of the report we will conclude our remarks and will take decision regarding the leadership and the corporate governance of the company. Cont... (2000 words of this report)

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