

McDonalds, anything for Love, Case Study Solution

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Date: January 2017

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Abstracts

McDonald's is one of the largest chains of fast food restaurants in US and all over the world. The main products are burger, fries, sandwich and apple pie. It has global presence of around 117 restaurants in 32000 places all over world. Its main values include concern for employees and nurturing them. Its policies revolve around needs and wants of consumers. For them consumers is most important part of their strategy. Furthermore, concern of community and society is another important aspect of McDonald's strategy (McDonald's, 2016). Cont... (500 words of this report)

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