

McDonalds Kuwait, Company Report

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Abstracts

McDonalds is the leading brand name in the fast food industry and it initiated its business in the Kuwait in the year of 1994 and it open its initial branch in the Kuwait city that is the famous city of the Kuwait and in the current time the McDonalds have several branches and complete its two decade celebration in the Kuwait in 2014. The journey of more than two decades in the Kuwait make it a reputable and strong brand of the fast food industry in the Kuwait and it is the top most priority of the people of the Kuwait. It deals in various type of the food such as the fast food, fried food, frozen food, ice cream, drinks, desserts etc. McDonalds operates in more than 100 different countries around the globe with the same taste and unique speedy services. The total number of the clients of the McDonalds is more than 69 million in different parts of the world. The main secret of such successful strategy of expansion of the McDonalds is its unique taste, speedy services and understanding of requirements of the different clients in different parts of the world. McDonalds leads the fast food industry and have the high market share in comparison of the rivals. The customer base of the McDonalds is wider and strong in comparison of the competitors in the industry (McDonald's, 2016). Cont... (1500 words of this report)

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