

McDonalds Kuwait, Company Report

<https://marketpublishers.com/r/M61E95A25FEEN.html>

Date: January 2017

Pages: 11

Price: US\$ 35.00 (Single User License)

ID: M61E95A25FEEN

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)

Contents

Introduction of Company
SWOT Analysis of McDonalds
Mission Statement of McDonalds
Target Markets of McDonalds
McDonalds Competitor's Analysis
Market Share Comparison
Items Based Comparison
Revenue and Number of Locations
Comparison of basis of strengths of two major rivals
Positioning of McDonalds
References

I would like to order

Product name: McDonalds Kuwait, Company Report

Product link: <https://marketpublishers.com/r/M61E95A25FEEN.html>

Price: US\$ 35.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M61E95A25FEEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970