



McDonald's Competitive Strategy

By Angela Amor

GRIN Verlag GmbH Mrz 2014, 2014. Taschenbuch. Book Condition: Neu. 211x149x10 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2013 in the subject Business economics - Miscellaneous, grade: A, University of South Australia, language: English, abstract: McDonald created a global advisory council which is entrusted with the duty of providing recommendations on nutrition. McDonald s has spearheaded a program to introduce healthy food for some customers. Customers can select hamburgers or salads depending upon their needs and requirements. Additionally, apples can be selected for children when parents purchase Happy Meals. McDonald s products are filled with nutritional information which offers better choices and autonomy to customers. McDonald s aggressive business strategy is based upon the premise that its restaurants should be located at strategic locations. Burger King s management is dynamic because it always seeks to utilize the power of new media as a means of ensuring that organizational targets are attained in an effectual manner. Burger King has strived to harness the power of social media to launch new products, track customer feedback, and respond to complaints. Burger King is also successful because of its innovative products like its...



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