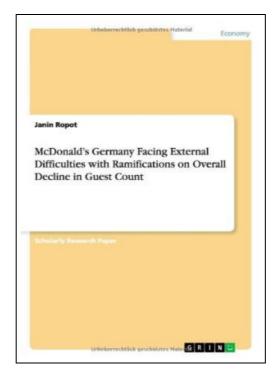
# McDonalds Germany Facing External Difficulties with Ramifications on Overall Decline in Guest Count



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### Reviews

It in one of my personal favorite pdf. This really is for all those who statte there was not a really worth looking at. I realized this book from my dad and i encouraged this pdf to understand.

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## MCDONALDS GERMANY FACING EXTERNAL DIFFICULTIES WITH RAMIFICATIONS ON OVERALL DECLINE IN GUEST COUNT



Grin Verlag. Paperback. Condition: New. 30 pages. Dimensions: 8.3in. x 5.8in. x 0.1in.Scholarly Research Paper from the year 2013 in the subject Business economics - Business Management, Corporate Governance, grade: 1, 3, International Business School Nrnberg, language: English, abstract: The goal of this report is to provide a theoretical framework to analyse the current strategy of McDonalds in the hypercompetitive fast-food industry of the German market and the decline of guest count. In order to analyse the external and internal influences, this report will commence with Porters Five Forces and the SWOT analysis. It will provide an in- depth description of the positioning strategy as well as an analysis of the marketing and operations departments. In the second part of the report the reader will also achieve understanding on how business procedures can be changed in order to keep McDonalds of interest. This is followed by recommendations on how to improve the current situation and give an overview of McDonalds alternative strategic approach to increase their market share as well as their profitability. The main idea of this report suggests McDonalds to dip into the blue ocean strategy with an extended range of products. Healthier and individualized products and the extension of the beverage portfolio along with a more emotional marketing campaign is thought to enhance consumers loyalty. The research for the analysis comprises a qualitative approach based on industry experts, internal documentation such as McDonalds financial statements, market reports and public announcements relevant to the strategy. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.

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