

restaurant management customers operations pdf

Case Study Abstract. This case study discusses how McDonald's India managed to buck the trend in a struggling economy, its early years and business strategy to get more out of its stores in India.

McDonald's " Business Strategy in India

KFC (Kentucky Fried Chicken) was founded by Colonel Harland Sanders, an entrepreneur who began selling fried chicken from his roadside restaurant in Corbin, Kentucky, during the Great Depression.

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