

For individuals looking for a quick-service restaurant with an  
-----  
(Target Audience)

exceptional customer experience, McDonald's is a leader in the  
-----  
(Brand)

fast-food industry, with its friendly service and consistency across  
-----  
(USP)

thousands of convenient locations. McDonald's' dedication to  
-----

improving operations and customer satisfaction sets it apart from  
-----  
(Credibility)

other fast-food restaurants.  
-----

## McDonald's Positioning Statement

# Mcdonalds Positioning Guide

**JE Gale**



## **Mcdonalds Positioning Guide:**

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