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significance of organizational resources and
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company's value chain, and core competencies and competitive advantages in the global food service market.

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is just one of many fast food chains.

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McDonald's hold a high value in accordance to
its brand image and exploitation of the
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The strategic analysis through VRIO analytical tool has been performed and it is analysed that the core competencies in the form of highly efficient human resources, sound infrastructure and good brand reputation has allowed McDonald in achieving good position across the industry. Based on this, it is recommended that human resource manager is required to put additional efforts, and it should ...

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McDonald's Corporation's business overview

from the company's financial report: "General

The Company operates and franchises

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***The VRI0 analysis of McDonald's reflects its competitive positioning and advantage: -
VALUE: it's value is the one that permitted its success from when it was created. -***

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