

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

exceptional customer experience, McDonald's is a leader in the  
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**(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.  
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## **McDonald's Positioning Statement**

# Mcdonalds Positioning Guide

**Norton Paley**

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yes checked for understanding to ensure comprehension of the concept of confidentiality c no i don t think so h ok then we ll  
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