

McDonald's global woes hit home

McDonald's is to restructure its business as it struggles with its brand image, market position and unpopular menu changes

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May 4 close: **\$96.13** (after hours: **\$95.89**)



GLOBAL CHALLENGES FACING MCDONALD'S

U.S.: Rival fast-food outlets capitalising on demand for healthier food, made with fresher, natural ingredients

Europe: Sales hit by high-end burger chains and outlets focusing on Mexican and Japanese food

Russia: Half of its 440 McDonald's restaurants under investigation for health and safety failures, amid deteriorating relations with U.S.

India: Legal dispute with former partner hindering expansion amid surging demand for its chicken and vegetarian meals

Japan: Customers angered by cost-cutting measures and concerns over food hygiene

Latin America: Deepening economic crises, and problems catering to local tastes better provided for by smaller local competition

China: Customers still wary after undercover TV investigation accuses company of using mainland supplier that relabelled expired meat

