

SUYSE - McSence - Case Study - Exercise

Having read the McSence Case study please reflect for a moment and consider why McSence has been able to survive in a competitive market and remain solvent.

- Q. What were the benefits of reading and reacting to local trends to deliver a dynamic service

A.

- Q. What skills and attributes were required by the managers?

A.



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Q. What actions will you now take to further test your product?

A.