

# McDonald's to close 700 locations as global sales slide

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McDonald's will close 700 restaurants worldwide this year for the first time in four decades. Faced with declining sales and increased market competition, the company says it also intends to streamline management positions.

While the specific number and locations of the US closures hasn't been revealed, McDonald's did disclose in April that they would trim hundreds of restaurants worldwide from their balance sheet. The closures include 350 restaurants in the China, Japan and the US, in addition to 350 that have already been closed.

The company's president and CEO, Steve Easterbrook, said at the time of the sales report that McDonald's has "*embarked on a turnaround plan to reignite our business performance*" through "*great-tasting, high-quality food, compelling value and outstanding service.*"

McDonald's restaurants have been closed before if they were underperforming, but previously the number of closings has been outweighed by restaurant openings. The company did say they plan to open 300 new restaurants globally, but that won't be enough to counteract a contraction that is seen as emblematic of current troubles at the Golden Arches....

While the US' largest burger chain still leads the fast-food industry, coming in ahead of Burger King, Wendy's, Taco Bell and KFC, it is facing competition from newer eateries like Shake Shack and Five Guys, as well as places where customers think the food is fresher, like Chipotle Mexican Grill and Panera Bread. Worldwide, McDonald's has 36,000 restaurants serving 69 million customers in 100 countries.