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AC Restaurants & Hotels Beheer NV in Consumer Foodservice (Netherlands)

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Date: August 2014
Pages: 2
Price: US$ 150.00 (Single User License)
ID: A4CEE1AC618EN

Abstracts

AC Restaurants is struggling because of the economic crisis. The company will attempt to remain a competitive mainline player in the Netherlands when it comes to hotels, restaurants and meeting rooms. It faces challenges from chains such as La Place and Van der Valk. These chains which operate in a similar competitive field are very flexible and increasingly successful players at similar locations as AC Restaurants. However AC Restaurants & Hotels Beheer NV is trying to modernise its AC...

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