

Ajisen (China) Holdings Ltd in Consumer Foodservice (China)

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Abstracts

Facing the tough operating environment of the fast food industry, Ajisen (China) Holdings Ltd is expected to decelerate its pace of expansion and adopt more focused development strategies. It is expected to continue to expand outlets based on a company-operated strategy and increase their density in mature markets. Meanwhile, the company is predicted to secure fixed leases on a long-term basis in order to mitigate the pressure of rising rental costs.

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