

Al Saraiva Empreendimentos Imobiliários e Participações Ltda in Consumer Foodservice (Brazil)

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Abstracts

After losing its second place within consumer foodservice in 2013 to Burger King, Al Saraiva Empreendimentos Imobiliários e Participações' brand Habib's ranked third with a 7% value share. The company has expanded at a slow pace due to few investments in opening other outlets and competition with other players. Despite this, Al Saraiva Empreendimentos Imobiliários e Participações announced an investment of R\$800 million to be applied over the period 2013-2023. This was in partnership with...

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