

Al-Tazaj Fakieh Corp in Consumer Foodservice (Saudi Arabia)

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Abstracts

Having closed some underperforming outlets during the middle of the review period, Al-Tazaj Fakieh Corp is not expected to strongly expand units/outlets volume during the forecast period. However, the company managed to gain value share in chicken fast food in 2012 and will continue to focus on this area. The company is well placed to benefit from its affordable, but not cheap, positioning as well as from the growing focus on health and wellness in the country, with its grilled chicken dishes...

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