

# Aladin Foods OOD in Consumer Foodservice (Bulgaria)

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### **Abstracts**

After growing on its own to a chain of 29 outlets by 2015, in 2016 Aladin Foods announced a major shift in its expansion strategy. Going forward, the company plans to grow its outlet network via a franchise model.

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## **Contents**

Strategic Direction

**Key Facts** 

Summary 1 Aladin Foods OOD: Key Facts

Summary 2 Aladin Foods OOD: Operational Indicators

**Suppliers** 

Competitive Positioning

Summary 3 Aladin Foods OOD: Competitive Position 2016



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