

AmRest Coffee sro in Consumer Foodservice (Czech Republic)

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Abstracts

The key strategic aim of AmRest Coffee sro is expected to be expanding the amount of Starbucks outlets across the country and attracting more consumers to existing outlets. The expansion will be directed outside Prague, but will also take place in key major cities, such as Brno, Ostrava, Pilsen and a few other important cities. Expansion may also extend throughout important points with high footfall, such as motorways or other tourist attractions, including national parks, ski resorts and aqua p...

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Contents

Strategic Direction

Key Facts

Summary 1 AmRest Coffee sro: Key Facts

Summary 2 AmRest Coffee sro: Operational Indicators

Suppliers

Competitive Positioning

Summary 3 AmRest Coffee sro: Competitive Position 2016

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