

AmRest sro in Consumer Foodservice (Czech Republic)

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Abstracts

In 2016 the company became master franchisee in dozens of CEE countries for the brand Pizza Hut, which was not recently present in the Czech Republic. Over the forecast period, expansion of this format is expected. With the more established brands, KFC and Burger King, AmRest sro will focus on expansion of company-operated outlets. The company may also introduce other new formats, not being currently present in Czech Republic, such as La Tagliatella or Kabb.

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Contents

Strategic Direction

Key Facts

Summary 1 AmRest sro: Key Facts

Summary 2 AmRest sro: Operational Indicators

Suppliers

Competitive Positioning

Summary 3 AmRest sro: Competitive Position 2016

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