

# Berjaya Pizza Co Sdn Bhd in Consumer Foodservice (Malaysia)

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Date: November 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: BEBDACA55C6EN

## Abstracts

Berjaya Pizza Co emphasises the provision of premium-quality foodservice products to its customers. Fresh and natural ingredients used in its products are key factors that differentiate the brand from its competitors. The company continues with its aggressive expansion strategy by opening more new outlets to strengthen its brand presence within Malaysia whilst ensuring its food quality being maintained.

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## Contents

Strategic Direction

Key Facts

Summary 1 Bentonit AD: Key Facts

Summary 2 Bentonit AD: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 Bentonit AD: Competitive Position 2012

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