

Bounty Agro Ventures, Inc in Consumer Foodservice (Philippines)

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Abstracts

In order to secure itself as the largest chain of other 100% home delivery/takeaway, Bounty Agro Ventures is expected to expand its product line by launching new flavours for its roasted chicken while keeping its signature sweet roast chicken. In 2013, Chooks to Go is also poised to offer online ordering, making it easier for customers to place their orders. Furthermore, Chooks to Go outlets will be used by Bounty Agro Ventures to distribute its fresh and processed chicken products.

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