

Buffalo Grill SA in Consumer Foodservice (France)

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Abstracts

Buffalo Grill SA is expected to undergo restructuring at management levels, which will most probably have a direct impact on the reorganisation of its overall business model in France. The company is losing momentum in France as its total sales value continued to decline between 2011 and 2012. With its 328 outlets spread across the entire French territory, the grill concept is suffering from the economic downturn as well as the structural change in food consumption patterns in France; the per...

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