

Burger-In Oy in Consumer Foodservice (Finland)

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Abstracts

Burger-In Oy aims to expand its Hesburger burger fast food brand through the establishment of new outlets via franchising. The company's strategy at the beginning of the review period was mainly based on expansion in close connection with new partners, often strong retail operators and petrol stations. However, in 2016 the company faced increasing competition from the Burger King chain, with the total number of outlets declining. In order to attract customers and maintain its competitive edge, t...

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Contents

Strategic Direction

Key Facts

Summary 1 Burger-in Oy: Key Facts

Summary 2 Burger-In Oy: Operational Indicators

Suppliers

Competitive Positioning

Summary 3 Burger-In Oy: Competitive Position 2016

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