

Burger King Rus OOO in Consumer Foodservice (Russia)

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Date: October 2014

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: B0C8BB7BC3BEN

Abstracts

Burger King Rus has an aggressive policy in Russia and makes no secret of the fact that its main goal is to catch up and surpass its main competitor McDonald's. Company management plans to open 500 outlets by the end of 2015. Taking into account the company's performance and aggressive regional development, this plan seems to be realistic.

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