

Central Restaurants Group in Consumer Foodservice (Thailand)

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Abstracts

Central Restaurants Group diversifies its consumer foodservice business across fast food and full-service restaurants, including chicken fast food, ice cream, bakery, and Thai and Japanese cuisine. The company tends to benefit from its horizontal business development. Central Restaurants Group is expected to introduce new food products that are more modern and suitable for the new generation of consumers. Expansion in online sales channels and online marketing are also key strategies to increase...

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