

# China Quanjude (Group) Co Ltd in Consumer Foodservice (China)

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## Abstracts

China Quanjude (Group) Co Ltd will continue to adhere to the strategy of 'Brand+Capital', developing brands and at the same time developing chain operation by absorbing capital. In order to cope with the downturn in the high-end catering market affected by the government's anti-corruption policy and changing demand among mass consumers, the company plans to deepen its brand positioning to focus more on family, friends and business gatherings. These approaches include but are not limited to adequ...

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## Contents

### CHINA QUANJUDE (GROUP) CO LTD IN CONSUMER FOODSERVICE (CHINA)

Strategic Direction

Key Facts

Summary 1 China Quanjude (Group) Co Ltd: Key Facts

Summary 2 China Quanjude (Group) Co Ltd: Operational Indicators

Suppliers

Competitive Positioning

Summary 3 China Quanjude (Group) Co Ltd: Competitive Position 2015

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