

CoCo International Co Ltd in Consumer Foodservice (China)

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Abstracts

CoCo International Co Ltd plans to establish itself as an international brand, reflected in its efforts to expand into New York and Southeast Asia as of 2011. Along with intensified competition in mainland China, the company's focus seems to be gradually shifting towards overseas markets. With 690 outlets in China, the company aims to strengthen its presence over the forecast period, primarily through franchising. It is also looking for business partners so as to enhance its sales network in...

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