

Coffee Club Pty Ltd, The in Consumer Foodservice (Australia)

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Abstracts

The Coffee Club Pty has long differentiated itself from other cafe chains by offering a more complete menu range. Over the review period, its position in the industry was strengthened by a brand transformation, which included the revamp of several outlets, an improvement in the process of coffee preparation and the renewal of its menu. Responding to consumers' busier lifestyles, the new menu includes healthy and more-convenient meals and coffee solutions for those consumers on the go. The brand...

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Contents

Strategic Direction

Key Facts

Summary 1 The Coffee Club Pty Ltd: Key Facts

Company Background

Suppliers

Competitive Positioning

Summary 2 The Coffee Club Pty Ltd: Competitive Position 2013

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