

Comess Group SL in Consumer Foodservice (Spain)

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Abstracts

Over the last years of the review period and as it is set to happen in the first years of the forecast period the company will concentrate its efforts at a national level in the expansion of its cafés/bars brand Lizarran. However, the company is slowly expanding through master franchises and limiting the ownership of outlets. On the other hand, the company will continue its expansion at an international level. The company plans to open outlets in 19 new countries in 2013. Comess expects that...

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