

# Cone Zone Co, The in Consumer Foodservice (Saudi Arabia)

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## Abstracts

The Cone Zone Co's announced priorities are growth, productivity and providing superior value-added services for both its franchisees as well as end customers. The company's goal, meanwhile, is to become the premium manufacturer of ice cream in Saudi Arabia. With regards to further expanding its presence in the country, the company will continue to benefit from its franchising model. However, being the leading foodservice player in terms of units/outlets volume, Cone Zone experienced a degree...

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