

# CP All PCL in Consumer Foodservice (Thailand)

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## Abstracts

CP All PCL has planned to open approximately 600 new 7-Eleven stores annually, with the target at 10,000 stores within 2018. The company strategy is to be the convenience food store for Thai people by focusing on ready-to-eat food products which have to be fresh, clean and safe. The company aims to satisfy the needs of customers for every meal any time of the day. To achieve this goal, the company has consistently developed new products with business partners to offer a variety of new products w...

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