

Crocodile CR spol sro in Consumer Foodservice (Czech Republic)

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Abstracts

Crocodile CR, the operator of Bageterie Boulevard, intends to expand its bakery products fast food chain in the Czech Republic as well as abroad over the forecast period. Due to market saturation and the changing lifestyles of Czech customers in terms of daily commuting, the company aims to introduce drive-through units. The first pilot drive-through Bageterie Boulevard outlet was planned to be open during 2014 but this was postponed. The introduction of drive-through is a logical consequence...

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