

CSC Exim' 92 SRL in Consumer Foodservice (Romania)

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Date: November 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: C2C5D794659EN

Abstracts

The company is owner of the brand Wu Xing, and soon after the launch it became the most important player in 100% home delivery of Chinese food. The big success led to the creation of a chain. The negative effects of the economic crisis resulted in reduced activity and the need for restructuring the business. As a result, aiming to build on the goodwill of the brand Wu Xing, the company entered Asian full-service restaurants, with clear intentions to create a chain. Franchising of the brand is...

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