

# Dema 09 OOD in Consumer Foodservice (Bulgaria)

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## Abstracts

Dema 09 OOD owns and operates the Fancy full-service restaurants. They are present primarily in Sofia, but can be found in some other key Bulgarian cities, as well. The Fancy restaurants rely on diverse menus, mostly including fresh pasta and pizza baked in special ovens with Italian ingredients, but also unusual combinations of ingredients and cuisine. The company is also focused in attracting consumers through regular marketing efforts and promotions, as well as constantly updating its menus.

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## Contents

Strategic Direction

Key Facts

Summary 1 Dema 09 OOD: Key Facts

Summary 2 Dema 09 OOD: Operational Indicators

Company Background

Suppliers

Competitive Positioning

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