

Doctor's Associates Inc in Consumer Foodservice (Germany)

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Abstracts

Doctor's Associates faced a number of difficult years, with strong decline in outlet volume, transaction volume and current value terms being seen in 2010 and 2011. However, in 2012 Doctor's Associates saw stabilisation with slight growth in transaction volume and current value terms. The strategies responsible for this improvement included internal strategies such as improved operational sequences and training as well as external factors such as new displays, pricing patterns and nationwide...

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