

Domino's Pizza Australia New Zealand Ltd in Consumer Foodservice (France)

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Abstracts

Domino's Pizza Australia New Zealand Ltd is set to reinforce its strategic positioning by leveraging on clarity and transparency. In line with the ever-increasing demand of French consumers to know and have a clear visibility over what they are eating, the company's new openings in France will further integrate transparent glasses and new lighting materials with a view to favouring the theatricalisation aspects of its foodservice delivery. This will promote transparency, and increase employees'...

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