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Eagle Boys Dial-a-Pizza Australia Pty Ltd in Consumer Foodservice (Australia)

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Date: November 2013
Pages: 3
Price: US$ 150.00 (Single User License)
ID: E4539F1FC1CEN

Abstracts

As the 100% home delivery/takeaway pizza category offers increasingly “gourmet” products, Eagle Boys Dial-a-Pizza Australia Pty Ltd intends to position itself in the middle ground between the market’s mainstream and premium brands, such as Crust Gourmet Pizza and Pizza Capers, promoting itself as gourmet pizza without the gourmet price tag. Eagle Boys Dial-a-Pizza additionally aims to take on market leader Domino’s through “real” positioning, targeting its authenticity, quality of ingredients...

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