

Exc Italia Srl in Consumer Foodservice (Italy)

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Abstracts

The company operates nine franchised restaurants in Italy, and faced a 4% decline in sales in 2012 due to the economic recession. The company focuses its offer on a distinctive American-style environment which specifically targets families with a good price-quality equation. The fact that Italian consumers like American-style restaurants is expected to help the company to navigate out of the recession, and maybe continue its growth once the economy recovers.

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