

Excelso Multirasa PT in Consumer Foodservice (Indonesia)

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Abstracts

Adopting franchising agreements since late-2008, Excelso Multirasa PT is set to further expand its Excelso Café outlets over the forecast period. The outlet expansion will be focused on the larger cities outside the island of Java, including Papua, Pontianak and Samarinda, as Excelso Café established itself in the large cities of Java over the review period. In addition to its domestic expansion, the company is strengthening its presence in other countries by opening more outlets in Sharjah...

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