

Fast Food Indonesia Tbk PT in Consumer Foodservice (Indonesia)

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Abstracts

Looking towards the forecast period, Fast Food Indonesia Tbk PT is expected to focus more on expanding its latest outlet concept, KFC Box, in order to reach a wider consumer base, particularly within travel locations and less developed areas where consumer traffic is expected to be lower than the standard locations of regular KFC outlets. Lower capital investment per outlet is expected to give the company more strength when opening new KFC Box outlets in other locations. KFC is also set to conti...

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