

Figaro Coffee Co in Consumer Foodservice (Philippines)

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Abstracts

With the upbeat economic prospects in the forecast period, Figaro Coffee Co will further seek to expand its network of outlets in Metro Manila and key provincial areas. The company is also eyeing more locations abroad as it plans to open off-shore locations in Toronto, Jedah, London, and Dubai. Another key concern of the company will be on increasing its sales per outlet, which it will accomplish by beefing up its menu with affordable lunch and dinner meals.

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