

Flo SA, Groupe in Consumer Foodservice (France)

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Abstracts

In order to counter the negative impact of the economic downturn and the increase of VAT to 10% in 2014, Groupe Flo SA's strategy will be re-centred on quality and enhanced service levels over the forecast period. In reaction to the recent horsemeat-Spanghero scandal, the group is expected to reinforce its efforts in sourcing beef from local transparent sources and to actively communicate on the 'Made in France' origin of its meat. The company also intends to implement technological advances in...

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