

Fornetti Slovakia spol sro in Consumer Foodservice (Slovakia)

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Abstracts

The Slovak branch of Fornetti was taken over by local entrepreneurs in 2015. This signalled the start of its rebranding process from Fornetti to Minit. This change will force the company to utilise its resources and invest more in advertising and new product development and quality. Marketing this change to consumers is of high importance, alongside cooperation with existing franchisees. Acquiring new franchisees is the firm's next focus area moving forward. The firm will operate as Minit Slovak...

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