

Frankis Finland Oy in Consumer Foodservice (Finland)

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Date: June 2015

Pages: 2

Price: US\$ 572.00 (Single User License)

ID: FF1AC99AB47EN

Abstracts

Frankis Finland's strategic focus is to expand further in Finland by attracting new franchisees to its Kotipizza chain, which it operates through its subsidiary, Kotipizza Oyj. Frankis Finland also focuses on developing new brands and new menu items. These are launched in Kotipizza outlets based on the shop-in-shop concept. Moreover, the company is investing in improving its services such as offering online orders and is expected to launch a new, one of a kind in the world, ordering system...

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