

Frisby SA in Consumer Foodservice (Colombia)

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Abstracts

Frisby SA is striving to maintain its position as a leading player in fast food through a consistent expansion plan based on a mixed franchise and owned-outlets strategy. New outlets will be where emphasis will be placed on locations with growth potential such as leisure and travel. Frisby will support growth through new product development with an emphasis on healthy meals, strengthening of its online ordering systems and social media presence to be in line with the latest technology trend and...

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