

# Gastro Management Group in Consumer Foodservice (Argentina)

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## Abstracts

Gastro Management Group's core business is focused on burger fast food. The company seeks to differentiate its offer by presenting its burgers as the largest and best in the country. The player's strategy is to position its outlets in areas of high consumer traffic, giving it the best opportunity to achieve strong sales per outlet.

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## Contents

Strategic Direction

Key Facts

Summary 1 Gastro Management Group: Key Facts

Summary 2 Gastro Management Group: Operational Indicators

Company Background

Suppliers

Competitive Positioning

Summary 3 Gastro Management Group: Competitive Position 2014

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