

Gourmet Master Co Ltd in Consumer Foodservice (Taiwan)

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Date: November 2014

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: GBDA1788255EN

Abstracts

Gourmet Master will focus on repositioning its key brand in a maturing market while at the same time seeking to grow its second major brand in a different foodservice area. 85°C Cafe's focus shifted from outlet expansion to upgrading existing outlets to second generation stores in a bid to boost the brand's budget image and increase per store revenue. In addition, the company also aims to significantly expand outlet numbers for its newer Top One Pot chain.

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Contents

Strategic Direction

Key Facts

Summary 1 Gourmet Master Co Ltd: Key Facts

Summary 2 Gourmet Master Co Ltd: Operational Indicators

Company Background

Suppliers

Competitive Positioning

Summary 3 Gourmet Master Co Ltd: Competitive Position 2013

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