

# Greene King Plc in Consumer Foodservice (United Kingdom)

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## Abstracts

The aim of the company is to continue integration and to expand its branches in the UK to more than the 3,000 locations in 2016. To maintain its strong position in the marketplace, the company continued to invest in its customer offer, to increase the value, service and quality of its brands and outlets, and launched a brand optimisation programme, to spot the brands that will drive growth in the long term. As a main threat, the company is also rethinking its labour structures to lessen the nega...

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