

Groupe Bertrand CHR in Consumer Foodservice (France)

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Abstracts

Using an important marketing campaign to support the reintroduction of Burger King in France in 2012, Groupe Bertrand's strategy is to present Burger King as a new but more fashionable version of McDonald's and with better quality. The marketing campaign has been successful, leading to queues outside new Burger King outlets, and has created an important buzz on social media. With the acquisition of Quick Restaurants SA in 2015, Groupe Bertrand CHR holds strategic locations to shift its 400 Quick...

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Contents

Strategic Direction

Key Facts

Summary 1 Groupe Bertrand CHR: Key Facts

Competitive Positioning

Summary 2 Groupe Bertrand CHR: Competitive Position 2016

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