

Groupe Bertrand CHR in Consumer Foodservice (France)

https://marketpublishers.com/r/GBE4544C439EN.html

Date: May 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: GBE4544C439EN

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...

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Consumer Foodservice by Location, Consumer Foodservice by Type.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Consumer Foodservice market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and



leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.



Contents

Strategic Direction

Key Facts

Summary 1 Groupe Bertrand CHR: Key Facts

Competitive Positioning

Summary 2 Groupe Bertrand CHR: Competitive Position 2016



I would like to order

Product name: Groupe Bertrand CHR in Consumer Foodservice (France)

Product link: https://marketpublishers.com/r/GBE4544C439EN.html

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer

Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/GBE4544C439EN.html

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:	
Last name:	
Email:	
Company:	
Address:	
City:	
Zip code:	
Country:	
Tel:	
Fax:	
Your message:	
	**All fields are required
	Custumer signature

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970