

Grupo Sanborns SAB de CV in Consumer Foodservice (Mexico)

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Abstracts

Grupo Sanborns SAB de CV is the commercial division of Grupo Carso SA de CV, the second largest industrial and commercial conglomerate in Mexico. Restaurante Sanborns, which is part of Grupo Sanborns, is different from competitors in that the majority of its outlets are located within Sanborns variety stores and mainly focus on offering Mexican food. The company aims to increase consumer traffic in its existing outlets over the forecast period, while also opening new outlets in strategic locatio...

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