

Hans im Glück Franchise GmbH in Consumer Foodservice (Germany)

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Abstracts

Over the forecast period, Hans im Glück Franchise GmbH intends to continue generating the strong growth that the company registered in Germany towards the end of the review period, with between 30 and 50 new outlets expected to be opened during 2016 and 2017 alone. In order to achieve this, all strategic measures are currently focused on increasing awareness of the Burger Grill brand among German consumers on the one hand and among potential franchisees, especially those interested in multi-fran...

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