

Hans im Glück Franchise GmbH in Consumer Foodservice (Germany)

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Abstracts

Hans im Glück Franchise is seeking to continue to achieve organic growth on the one hand, while also increasing its sales through the opening of new outlets on the other, primarily in regions in which the company is not yet present or at least underrepresented. The company will aim to increase awareness of its concept among both potential franchise partners as well as consumers. That upscale burgers was one of the major trends in consumer foodservice in Germany at the end of the review period is...

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Contents

Strategic Direction

Key Facts

Summary 1 Hans im Glück Franchise GmbH: Key Facts

Summary 2 Hans im Glück Franchise GmbH: Operational Indicators

Suppliers

Competitive Positioning

Summary 3 Hans im Glück Franchise GmbH: Competitive Position 2016

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