

Happy Ltd in Consumer Foodservice (Bulgaria)

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Abstracts

Happy Ltd is the owner and operator of one of the most successful chains of full-service restaurants in Bulgaria. For its 14-year-long history the company has developed into 28 outlets (26 in Bulgaria and two in Barcelona, Spain). They are positioned in diverse locations such as stand-alone, motorways and shopping centres and enjoy high footfall and popularity among many Bulgarians with medium- to high-income levels, mainly because they follow the same standard of high quality of service and...

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