

Holder, Groupe in Consumer Foodservice (France)

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Date: May 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

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Abstracts

Groupe Holder specialises in bakery products. Its main brand is Paul, which is active in bakery products fast food and in street stalls kiosks. Paul's strategy relies on two pillars, the first of which is to offer premium products. For example, its bread is baked in its outlets in front of its customers and it offers an important range of higher quality bread. The second pillar is the careful selection of its outlets with locations, such as downtown, in the suburbs and in shopping centres, chose...

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Contents

HOLDER, GROUPE IN CONSUMER FOODSERVICE (FRANCE)

Strategic Direction

Key Facts

Summary 1 Groupe Holder: Key Facts

Suppliers

Competitive Positioning

Summary 2 Groupe Holder: Competitive Position 2015



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