

# Hot Pot PCL in Consumer Foodservice (Thailand)

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## Abstracts

Hot Pot PCL aims to increase its presence in the buffet-style restaurant segment. The company is set to expand in Bangkok and upcountry regions where the purchasing power of target consumers is higher. Expansion plans are likely to include the opening of approximately 20-25 branches annually across the nation, to reach its target of 250 branches by 2017. The company will focus its expansion on outlets in department stores, shopping centres and hypermarkets.

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