

Jensen's Bøfhus A/S in Consumer Foodservice (Denmark)

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Abstracts

Before 2016 Jensen's Bøfhus was the clear leader within full-service restaurants in Denmark, although in 2016 it was surpassed by Bone's Restauranter. The company is focusing on international expansion into neighbouring countries in order to augment its 13 restaurants in Sweden and a restaurant in both Germany and Norway, which is set to ensure further growth for the company over the forecast period. During the review period, the company's strategic direction was to improve its image, which was...

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