

# Jollibee Foods Corp in Consumer Foodservice (Philippines)

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## Abstracts

As the largest consumer foodservice operator in the country, Jollibee Foods Corp intends to sustain its market leadership by means of a richer range of products and a wider store network. The company will continue building on its flagship and core products through aggressive marketing campaigns and menu improvements, whilst penetrating new geographic markets and renovating existing restaurants, across its subsidiaries. It will capitalise on its proven competitive advantages in food quality, reas...

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## Contents

Strategic Direction

Key Facts

Summary 1 Jollibee Foods Corp: Key Facts

Summary 2 Jollibee Foods Corp: Operational Indicators

Suppliers

Competitive Positioning

Summary 3 Jollibee Foods Corp: Competitive Position 2016

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