

Jollibee Vietnam Co Ltd in Consumer Foodservice (Vietnam)

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Abstracts

Jollibee Vietnam Co Ltd with its popular fast food brand – Jollibee aims to incorporate Vietnamese tastes into its menu offer in order to attract more local customers. Besides expanding its network in less crowded districts to avoid directly competing with other major fast food operators such as KFC or Lotteria, the company aims to differentiate the brand by providing good customer service while offering more affordable prices.

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