

Kotipizza Oyj in Consumer Foodservice (Finland)

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Abstracts

The strategic focus of Kotipizza Oyj, previously Frankis Finland Oy, is to expand further in Finland by attracting new franchisees to its Kotipizza chain. In the review period, the company took several big steps in order to improve its profitability and by 2017 the new strategies had paid off. At the end of 2014, it was announced that Kotipizza had sold off its burger fast food chain Burger, Cola & Fries, with the company set to continue focusing on developing new menu items. Another important e...

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