

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, which it operates through its subsidiary, Kotipizza Group Oyj. The company took several big steps in 2015 in order to improve its profitability. 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 import...

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