

Little Sheep Group Ltd in Consumer Foodservice (China)

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Date: September 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: LAB3EC2987DEN

Abstracts

Following its acquisition early in 2012, Little Sheep Group Ltd became a subsidiary of Yum! Brands Inc. Little Sheep aims to expand to overseas markets through franchising, while also seeking further consolidation of its presence in China's foodservice industry. After completing some internal restructuring, Little Sheep is predicted to perform strongly given support from Yum Brands Inc. To ensure good quality, the company's overall strategy will be more focused on company-owned outlets along...

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