

Lodziarnie Firmowe Sp zoo SKA in Consumer Foodservice (Poland)

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Abstracts

The main strategic goals of Lodziarnie Firmowe Sp zoo SKA are to maintain dynamic development of its outlet network and protect its leading position in ice cream fast food. During March 2012, the company opened its first ice cream fast food outlet outside of Poland in Prague, Czech Republic. The company intends to develop its export activities and with this in mind it has created organisational structures which will enable it to perform all of its tasks to the utmost of its potential.

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