

Mafad Trading Co Ltd in Consumer Foodservice (Saudi Arabia)

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Abstracts

Mafad's main priorities for the forecast period are to expand, improve productivity and provide better value-added services for its franchisees and its end customers. The company's overriding aim is to become the leading ice cream producer in Saudi Arabia. It will continue to operate via a franchising model in consumer foodservice. However, given that it was already the second leading player in the local consumer foodservice market in terms of outlet numbers in 2016, saturation could hamper the...

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