

Max Hamburgerrestauranger AB in Consumer Foodservice (Sweden)

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Abstracts

Max will continue to increase its revenue by expanding its outlet network in Sweden. Apart from a continued focus on developing its menu by including more healthy alternatives, and redesigning its outlets, the company will keep up its environmental work and the digitalisation of its outlets. The digitalisation will encourage customers to spend more money as they will be less stressed than when standing in a regular queue, and the company will simultaneously save money on employing less staff.

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