

# Maxim's Caterers Ltd in Consumer Foodservice (Hong Kong, China)

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## Abstracts

Maxim's Caterers is expected to continue to expand its network with a greater focus on fast casual bakery and Asian fast food, and full-service restaurants. The company will also continue to invest in existing foodservice restaurants and fast food chains to enhance the shopping experience of its customers. High-quality health and wellness options are likely to be offered at affordable prices. Although consumer confidence remains weak, Hong Kongers are willing to spend more on better food.

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## Contents

Strategic Direction

Key Facts

Summary 1 Maxim's Caterers Ltd: Key Facts

Suppliers

Competitive Positioning

Summary 2 Maxim's Caterer Ltd: Competitive Position 2016

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