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Mercuries Corp in Consumer Foodservice (Taiwan)

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Abstracts

Mercuries Corp faces pressure to maintain and breathe life into its older more established brands. Increasingly stiff competition is likely to force the company to reinvigorate the Mercuries chain through possible restyling of the brand, shop renovations and menu changes. Napoli Pizza also faces aggressive advertising from rivals and may have to take a similar stance to market its brand.

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