

MES Marketing Oy in Consumer Foodservice (Finland)

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Date: November 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: M25C99735ABEN

Abstracts

MES Marketing focuses on developing the Scanburger burger fast food brand into a central and nationwide player. The strategy is to achieve this through franchising rather than through owned outlets. In 2012, MES Marketing indeed sold the only Scanburger restaurant operated by the company itself.

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