

Migros Genossenschaftsbund eG in Consumer Foodservice (Switzerland)

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Abstracts

Migros Genossenschaftsbund is expected to further develop its gastronomy in fast food in 2017. The company is planning to open 10 new L'Osteria outlets in the central area of German speaking Switzerland. In addition, Migros has been successful in building a strong chain of chicken fast food restaurants, from a trial period with five Chickerias in Northeast Switzerland in the latter part of the review period. In 2017, the company is ready to open at least seven new Chickeria fast food restaurants...

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Contents

Strategic Direction

Key Facts

Summary 1 Migros Genossenschaftsbund eG: Key Facts

Summary 2 Migros Genossenschaftsbund eG: Operational Indicators

Suppliers

Competitive Positioning

Summary 3 Migros Genossenschaftsbund eG: Competitive Position 2016

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