

MINIT SLOVAKIA, spol sro in Consumer Foodservice (Slovakia)

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Date: May 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: M8A72A7DFFEEN

Abstracts

The company is set to continue to educate consumers about its rebranding to Minit from Fornetti. Product innovation combined with stronger marketing support for franchised business units will drive sales over 2017, while further expansion in terms of the number of outlets would significantly help boost company sales, where franchising is set to be utilised.

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