

Minor International PCL in Consumer Foodservice (Thailand)

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Abstracts

Minor International PCL is expected to continue to improve its performance through outlet expansion and new marketing campaigns over the forecast period. Even though Thailand is a key company hub, the share of Minor International PCL's business in other countries increased from 19% in 2008 to 34% in 2015. The Pizza Co remains one of the leading brands in Thai consumer foodservice, while Burger King was going to be focused on store expansion in suburban areas. The company strategy for Burger King...

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