

MK Restaurants Co Ltd in Consumer Foodservice (Thailand)

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Abstracts

MK Restaurants continues to engage in aggressive expansion plans, both domestically and internationally. Domestically, it is likely to focus on expanding its MK and Yayoi brands. It is also set to acquire a sizeable brand that is scalable upon leveraging its extensive logistical network and its wide resources. Internationally, it is exploring the possibility of franchising partners who have deeper understanding of the local market, and is considering acquisition of established international...

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