

Nam An Group in Consumer Foodservice (Vietnam)

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Abstracts

Nam An Group aims to build its business through its own stores, offering good quality food and strong customer service in two key categories, namely cafes/bars and full-service restaurants in Vietnam. The company aims to enhance its competitive position by expanding its outlet network, mainly in urban areas, as well as diversifying its menu to cater to the different needs of middle- to higher-income consumers.

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