

Nolboo Co Ltd in Consumer Foodservice (South Korea)

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Abstracts

Nolboo Co Ltd tries to expand its market by developing new menus continuously, investing in the remodelling of existing outlets for better efficiencies and focusing on company-owned outlets in South Korea. Furthermore, the company has developed new distribution channels through O2O platforms and third party online ordering/delivery service providers. To grow further, the company will focus more on developing new distribution channels for single-person households and mobile users. In addition to...

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