

Norrein Gruppen AS in Consumer Foodservice (Norway)

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Abstracts

Norrein Gruppen's strategy is to expand its core business in Norway, the Egon chain of full-service restaurants. The company's goal is to upgrade its exiting outlets which can accommodate a large consumer segment such as families with children, adults, and regular customers. Renovating its outlets and the menus is the company's strategy to maintain consumers' loyalty. The company has sited its outlets in strategic locations to attract its main target group, which is Norwegian consumers with...

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Contents

Strategic Direction

Key Facts

Summary 1 Norrein Gruppen AS: Key Facts

Summary 2 Norrein Gruppen AS: Operational Indicators

Company Background

Suppliers

Competitive Positioning

Summary 3 Norrein Gruppen AS: Competitive Position 2012

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