

Oishi Group PCL in Consumer Foodservice (Thailand)

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Abstracts

Oishi Group PCL is focused on healthy Japanese food. The company strategy is to diversify its brands to cover all target groups. Outlet expansion is expected to sustain its growth in the forecast period. Prime locations will remain within Bangkok as well as emerging urbanised provinces especially in shopping centres with sufficient purchasing power. The company is going to focus on expanding Shabushi outlets since it is the most successful brand. Thanks to the popularity of Japanese food among T...

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