

# Pancake House Inc in Consumer Foodservice (Philippines)

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Date: November 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: PDC4AF4F19EEN

## Abstracts

Pancake House Inc is looking to grow its network of outlets both in the local and overseas market. In the Philippines, the company is planning to penetrate the fast-growing provincial cities, which remain untapped. The company's focus will be on 'new-wave' cities including Laoag, Davao, La Union and Cebu. Within the span of five to seven years, Pancake House Inc plans to increase its outlet count to 300, focusing on Asia Pacific countries.

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