

Paris Croissant Co Ltd in Consumer Foodservice (South Korea)

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Abstracts

As the company has faced difficulties in expanding its outlet numbers actively due to the governmental policies over fair competition in South Korea, it initiated a strategy to own several brands to increase its outlets in 2016. To expand its outlets through owning more brands, the company successfully launched its first Shake Shack burger outlets in 2016. Considering its global owner SPC Group has BR Korea Co Ltd with Dunkin' Donuts and Baskin-Robbins in South Korea, its brands under SPC Group...

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