

Pizza Pizza Ltd in Consumer Foodservice (Canada)

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Abstracts

Pizza Pizza has based its growth on a strategy of expansion through its franchising programme. After strengthening its Quebec presence, it is now also trying to grow westward, seeking to open new outlets in the coming years. The company's strategic direction has always been the same, however in today's environment this direction may be more pertinent than ever: to offer simple and healthy menu items combined with quality of service and products. Both of these broad strategic directives are...

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