

Pizza Pizza Ltd in Consumer Foodservice (Turkey)

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Abstracts

In 2012, Pizza Pizza Ltd was the leading pizza full-service restaurant, having the highest number of outlets. The company opened 13 new outlets at the end of the review period which helped it to increase its share. In 2013, the company aims to increase its number of outlets by 25%, mainly concentrating on Istanbul and other big cities. It also plans to expand outside Turkey and to this end, the company opened outlets in Azerbaijan and Iran. It also aims to open one outlet in Baku, one outlet in...

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