

# Pizza Venchur OOO in Consumer Foodservice (Russia)

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## Abstracts

Pizza Venchur has an ambitious plan to become a global brand through aggressive expansion in Russia and abroad, with a focus on distant markets. The main strategic goal for 2016 was qualitative growth, as a company and as a business. The first development direction covers evolution and improvement inside the company, including the creation of a controlling system, improvements to operating processes, staff training and attracting new talent. Qualitative growth is mainly explained by a focus on s...

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