

Pizza Venchur OOO in Consumer Foodservice (Russia)

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Date: May 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: PA695E6D249EN

Abstracts

The main strategic goal of the company for 2016 is qualitative growth in two ways, as a company and as a business. The first development direction means evolution and improvement inside the company, which includes the creation of a controlling system, the improvement of operating processes, staff training and attracting new talent. The qualitative growth may be mainly explained as a focus on the revenue per outlet growth instead of the previous target of total revenue growth.

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