

Plenus Co Ltd in Consumer Foodservice (Japan)

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Abstracts

Plenus aims to actively increase its outlets. Domestically, the company aims to increase its outlet numbers to 3,350. At the same time the company is looking to expand its overseas businesses as a measure to overcome the difficult economic and demographic situation in Japan. Further to the opening of Hotto Motto outlets in China in 2010 and Yayoi Ken outlets in Singapore in 2011, the company opened Hotto Motto outlets in South Korea in 2012. Moreover, the company targets the expansion of MK...

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