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Premier Restaurants Romania SRL in Consumer Foodservice (Romania)

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Abstracts

Premier Restaurants Romania is the franchisee for McDonald's in Romania. The franchising activity started at the beginning of 2016, after finalisation of Premier Capital's acquisition of McDonald's Romania. The new master franchisor purchased both the company and previously franchisees managed outlets with one exception, Ionut Restaurante, which continues to operate like a franchisee of the new local owner. Consequently, starting May 2016, the national brand owner for the brand McDonald's in Rom...

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Contents

Strategic Direction
Key Facts
  Summary 1 Premier Restaurants Romania SRL: Key Facts
  Summary 2 Premier Restaurants Romania SRL: Operational Indicators
Suppliers
Competitive Positioning
  Summary 3 Premier Restaurants Romania SRL: Competitive Position 2016

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