

# Protipa Katastimata Taxias Estiasis Kai Kafe Ltd in Consumer Foodservice (Greece)

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## Abstracts

Protipa Katastimata Taxias Estiasis Kai Kafe is planning to continue with the expansion of its outlet network and its efforts to build consumer awareness of its brand. Outlet network expansion is set to focus primarily on the company's latest concept, Today's Delicious Stores, which is a novel concept for Greece and among the first convenience stores fast food concepts in the country. The company does not advertise extensively, although it aims to achieve slow and steady increases in brand aware...

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## Contents

Strategic Direction

Key Facts

Summary 1 Protipa Katastimata Taxias Estiasis Kai Kafe Ltd: Key Facts

Suppliers

Competitive Positioning

Summary 2 Protipa Katastimata Taxias Estiasis Kai Kafe Ltd: Competitive Position  
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