

# QSR Brands Sdn Bhd in Consumer Foodservice (Malaysia)

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## Abstracts

QSR Brands expects to continuously improve its product taste, business model and system through evolution and innovation so that it can successfully expand its outlets across Asian countries. In order to further support its core activities, it also aims to enhance its poultry production and processing, as well as a host of ancillary businesses such as baking and sauce production to act as a fully integrated food operator.

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## Contents

Strategic Direction

Key Facts

Summary 1 QSR Brands Sdn Bhd: Key Facts

Summary 2 QSR Brands Sdn Bhd: Operational Indicators

Summary 3 QSR Brands Sdn Bhd: Operational Indicators

Summary 4 QSR Brands Sdn Bhd: Operational Indicators

Suppliers

Competitive Positioning

Summary 5 QSR Brands Sdn Bhd: Competitive Position 2015

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