

QSR Brands Sdn Bhd in Consumer Foodservice (Malaysia)

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Date: May 2016

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: Q2E915E891FEN

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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