

Quick Restaurants SA in Consumer Foodservice (Belgium)

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Abstracts

Following the recent acquisition of Quick Restaurants SA by multinational giant Restaurant Brands International, the days of burger fast food chain Quick in Belgium, its country of origin, are numbered. By late 2016 the multinational had already started to replace Quick outlets in France with Burger King outlets, and the same process is expected to begin in Belgium in the summer of 2017. Initially, it is expected that Quick and Burger King will coexist in the Belgian market. However, provided th...

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Contents

Strategic Direction

Key Facts

Summary 1 Quick Restaurants SA: Key Facts

Summary 2 Quick Restaurants SA: Operational Indicators

Suppliers

Competitive Positioning

Summary 3 Quick Restaurants SA: Competitive Position 2016

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