

Quick Service Restaurant Holdings Pty Ltd in Consumer Foodservice (Australia)

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Abstracts

Quick Service Restaurant Holdings Pty Ltd aims for extensive growth of its consumer foodservice footprint through franchising over the forecast period, even though outlet numbers for its three chicken fast food chains, Red Rooster, Oporto and Chicken Treat, already total in the vicinity of 600 nationwide. Priorities for the individual brands include: a major store refurbishment program, image upgrade and healthier menu for Red Rooster; a brand refresh for Chicken Treat through modernisation of...

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