

Ramcar Inc in Consumer Foodservice (Philippines)

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Date: May 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: R294CD48C56EN

Abstracts

As one of the biggest consumer foodservice operators in the country, Ramcar Inc expects to maintain its standing through innovative menu offerings and improved services. The company will continue developing new food products that will challenge typical consumer preferences but at the same time leverage on established tastes. Meanwhile, the company is unlikely to undertake aggressive expansion programmes, in favour of product development. It will leverage aggressive marketing campaigns to promote...

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