

Ramiz Gida AS in Consumer Foodservice (Turkey)

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Abstracts

In 2012, Ramiz Gida AS climbed to second ranking in value terms within Middle Eastern fast food after opening 17 new outlets at the end of the review period, reaching 119 outlets. The company aims to continue to increase its number of outlets in Turkey over the forecast period in order gain greater share of fast food, although its aim is to offer franchising in profitable locations. In 2013, its focus is on opening outlets internationally, including Berlin, Batumi (Georgia) Baku (Azerbaijan),...

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