

Rasta Group AB in Consumer Foodservice (Sweden)

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Abstracts

Rasta Group grew in 2013 through continued work to refresh its brand image and by improving its product offerings. The company has also cooperated with the domestic burger fast food chain Frasses since 2006, which also attracts more guests. 80% of the company's customers consist of professional drivers, with drivers of heavy goods vehicles alone accounting for 40% of the company's turnover. Consequently, Rasta aims to launch new outlets at strategic locations for truckers. A new Rasta...

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Contents

Strategic Direction

Key Facts

Summary 1 Rasta Group AB: Key Facts

Summary 2 Rasta Group AB: Operational Indicators

Company Background

Suppliers

Competitive Positioning

Summary 3 Rasta Group AB: Competitive Position 2013

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