

S Group in Consumer Foodservice (Finland)

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Abstracts

S Group's growth strategy lies in opening new outlets, as well as modernising existing concepts. The company's aim is to strengthen its position and to be a central and leading consumer foodservice operator in Finland. S Group will rely mainly on its customer loyalty programme, attracting new members and continuing to offer products at competitive prices. At the end of 2016, S Group heavily invested in a relaunch of its restaurant website raflaamo.fi which boasts nearly 500 restaurants. The new...

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