

# Sari Melati Kencana PT in Consumer Foodservice (Indonesia)

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## Abstracts

The company's consumer foodservice brands Pizza Hut and Pizza Hut Delivery are expected to continue expanding their respective outlet networks and they shared customer base through the opening of new outlets as well as the development of an innovative menu strategy, which has already underpinned the company's success in recent years. Outlet expansion, however, is set to focus more on the company's pizza 100% home delivery/takeaway brand Pizza Hut Delivery. This is set to be due to the lower inve...

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