

Savola Group in Consumer Foodservice (Saudi Arabia)

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Abstracts

Savola Group put expansion on hold and instead closed some outlets of the Herfy burger fast food chain in Saudi Arabia towards the end of the review period. Moreover, the company focused on vertical integration, for example, opening a new bakery products plant, Herfy Cake and Pastries Co, in June 2012, with this plant costing SR119 million to establish. The chain benefits from being a home-grown Saudi Arabian brand, with this positioning appealing to many patriotic consumers. However, Herfy...

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