

# Sederhana Citra Mandiri PT in Consumer Foodservice (Indonesia)

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## Abstracts

Sederhana Citra Mandiri is the owner of Rumah Makan Sederhana, which focuses on offering dishes from the Padang region in Asian full-service restaurants. At the end of 2013, there were 122 Rumah Makan Sederhana outlets in Indonesia, with most being franchised outlets. Rumah Makan Sederhana is mostly present in Java Island, with its network concentrated in Jakarta. Sederhana Citra Mandiri plans to expand to more cities during the forecast period, although this expansion is set to be supported by...

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