

Servicios de Franquicias Pardo's SAC in Consumer Foodservice (Peru)

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Abstracts

Servicios de Franquicias Pardo's is focused on its position in chicken fast food. It is well positioned in chicken fast food through Pardo's Chicken and Planet Chicken and it has begun to explore other categories. Juicy Lucy, a premium hamburger restaurant, was opened in 2015 and attracts high-end consumers. Now with two outlets it is expected to continue its growth during 2017. During 2017 Servicios de Franquicias Pardo's will continue its expansion through new outlets in medium income areas, w...

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