

Sigla SA in Consumer Foodservice (Spain)

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Date: July 2015

Pages: 2

Price: US\$ 572.00 (Single User License)

ID: S5AA19C9631EN

Abstracts

The company plans to expand its value share within full-service restaurants through the reorganisation of its brand image and the restyling of its outlets. The group recently undertook a plan to modernise its current outlets and to close down those outlets with low revenues. It aims to concentrate its attention on new locations such as airports or touristic locations. In 2013, the company opened its brands to franchisees and it plans to continue with this formula in order to embrace further...

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