

Simit Sarayi in Consumer Foodservice (Turkey)

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Abstracts

Simit Sarayi aims to expand throughout Turkey, and also globally, by increasing its number of outlets through franchising. The company plans to reach 440 outlets in Turkey and 560 outlets abroad by 2018. In 2014 the company announced the opening of new outlets in the UK, the US, The Netherlands and Germany. The company aims to expand into the Middle East through its master franchise Al Hokair Group in 2014, and open 100 outlets in Saudi Arabia, Qatar, Bahrain, the United Arab Emirates, Oman and...

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Contents

Strategic Direction

Key Facts

Summary 1 Simit Sarayi: Key Facts

Summary 2 Simit Sarayi: Operational Indicators

Company Background

Suppliers

Competitive Positioning

Summary 3 Simit Sarayi: Competitive Position 2013

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