

Spolek Milcu Cajе sro in Consumer Foodservice (Czech Republic)

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Abstracts

The company opened Dobra Cajovna outlets in major cities within the Czech Republic. Since its business activity is built on tea sales exclusively, the strategy requires establishing outlets in cities of a certain size. The Czech Republic has been reaching saturation point for consumer foodservice chains. Therefore, in addition to strengthening its position within the Czech Republic, Spolek Milcu Cajе plans to expand abroad, for example to the US over the forecast period.

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