

Subway Restaurants GmbH in Consumer Foodservice (Switzerland)

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Abstracts

The Subway brand is operated in Switzerland by independent franchisees. The company recently signed a partnership with Naville, a leader in press distribution and kiosks, to extend its network to the western part of Switzerland with four new openings planned for 2014. The brand achieved impressive performance in 2013 notably through the opening of four new outlets. Over the forecast period, the company is expected to continue capitalising on its successful franchise system, affordable prices...

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