

# Sultan Ahmet Gida San Ve Tic Ltd Sti in Consumer Foodservice (Turkey)

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## Abstracts

Sultan Ahmet Gida San Ve Tic Ltd Sti took over the famous Sultan Ahmet Köftecisi brand from Sultan Gida San ve Turizm AS in 2009. Once acquired, the company closed 11 of the brand's outlets in order to focus on more profitable establishments. However, in 2010 it opened 23 new outlets and 20 outlets in 2011. In 2012, the company made good investment and opened 22 new outlets. It seeks to maintain its leading position within Middle Eastern fast food through further expansion. The company has an...

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