

Teremok - Russkie Bliny OOO in Consumer Foodservice (Russia)

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Abstracts

Teremok - Russkie Bliny OOO, specialising in the selling of native cuisine dishes, is one of the main local chained fast food operators. It has rapidly extended its outlets' presence in the country without using the franchising format, unlike its major competitors. Before the financial situation in the country significantly worsened, company management planned to widen its chain to 400 units by the end of 2016. However, economic difficulties have forced the company to slow down development...

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