

Texas Smoke House SMM AB in Consumer Foodservice (Sweden)

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Date: November 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: TF1E8490312EN

Abstracts

Texas Smoke House is a franchise-based operator. The concept is towards a Texas-style menu and steakhouse. The company has been present in Sweden since 1994, and has gradually expanded in the country. The company has a goal of expanding by five new outlets each year. Expansion mainly focuses on larger cities. A recent decision was to expand outside Sweden. The first country for expansion was Finland, and the company has signed a deal with a Finnish operator to take care of its expansion in...

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Contents

Strategic Direction

Key Facts

Summary 1 Texas Smoke House SMM AB: Key Facts

Company Background

Suppliers

Competitive Positioning

Summary 2 Texas Smoke House SMM AB: Competitive Position 2012

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