

Ting Hsin International Group in Consumer Foodservice (China)

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Abstracts

Ting Hsin International Group intends to continue to grow in China by introducing more new products and upgrading its customer service. In 2017, Ting Hsin plans to expand its business from second- and third-tier cities to first-tier cities. In response to changing consumer demands, it will help to reinforce the concept of Shushi, or casual and comfortable dining in English, by making the dining environment more comfortable and upgrading its menu to improve customers' dining experience.

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