

UBC Coffee food Co Ltd in Consumer Foodservice (China)

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Abstracts

Due to category maturity, increasing competition and high operating costs in top-tier cities, UBC Coffee Food Co Ltd will further expand into third- and fourth-tier cities over the forecast period. Faced with the rapid development of international chained specialist coffee shops, UBC's share may be eroded as it loses coffee-loving consumers to international brands. In addition, the company's management is yet to be structured in a way that would ensure healthy expansion in the future; the lack...

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