

Van der Valk Groep in Consumer Foodservice (Netherlands)

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Abstracts

Van der Valk Groep has evolved its general strategy in recent years from a focus on cost reduction towards investment, with the company looking to invest in new restaurants and improving the interiors of existing outlets. In terms of foodservice, the change of strategy resulted in Van der Valk attempting to expand its customer base by simultaneously targeting distinct consumer groups. While the company's older outlets continue to serve consumers at the lower end of the price spectrum, its new an...

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