

Viet Cafe Trading Co Ltd in Consumer Foodservice (Vietnam)

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Abstracts

Viet Cafe Trading Co Ltd plans to further increase its value share in chained specialist coffee shops. In order to attain this goal, the company is constantly developing the outlet network of its popular brand - The Coffee Bean & Tea Leaf. Targeting high income segments, the company's strategy is to open new outlets in crowded central areas of large cities and to consistently deliver high quality products and services.

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