

Viet Thai International JSC in Consumer Foodservice (Vietnam)

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Date: May 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: VCBD008C31FEN

Abstracts

Viet Thai International aims to lead both chained specialist coffee shops and chained Asian full-service restaurants in Vietnam. In order to achieve this goal, the company continuously expands its outlet network, as well as consistently delivering high-quality services. Besides the domestic market, the company also aims to expand through franchising in foreign markets.

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