

Vips Group in Consumer Foodservice (Spain)

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Abstracts

Vips has not significantly altered its strategy since 2013. The company is concentrating its efforts on its best performing brands, ie VIPs and Ginos, by modernising its current outlets and closing down those outlets with low revenues. It is also concentrating its attention on new locations such as airports and other touristic locations. In 2013, the company opened its brands to franchisees and it plans to continue with this formula in order to encourage further expansion in Spain. Moreover, the...

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