

Vivenda do Camarão in Consumer Foodservice (Brazil)

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Abstracts

A pioneer and leader company in chained fish fast food, Vivenda do Camarão has adopted aggressive expansion strategies to develop its brand nationally mainly through a franchising business model. In 2012 the company inaugurated 20 new outlets and entered the packaged food market in 2012 to distribute under Vivenda do Camarão brand a line of ready meals of fish and shrimps in retail channels.

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