

Vroom & Dreesmann BV in Consumer Foodservice (Netherlands)

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Abstracts

Vroom & Dreesmann BV plans a significant strategic repositioning of its La Place self-service cafeterias. The management board of La Place wants to compete with grocery retailers and does not only want to cater to consumers who consume products when they sit down in La Place restaurants. A significant selection of products which can be taken home will be launched. Besides the take home range the restaurant will also be repositioned to improve its function as a meeting point for its guests. At...

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