

Yoshinoya Co Ltd in Consumer Foodservice (Japan)

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Abstracts

Yoshinoya focuses on six core values: Tasty, low price and quick; Originality; Integrity; Greater number of customers; Importance of human resources; and Challenges and innovation. Recognising the limits of its existing business models in the foodservice industry in Japan, the company is working to develop proactive trials to figure out its next business model towards 2025. From fiscal 2016, Yoshinoya set the target of “Becoming No. 1 in food services” and implementing a “transition of business...

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