

Yum! Brands Inc in Consumer Foodservice (India)

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Date: June 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: Y8E3B9CD18CEN

Abstracts

Yum! Brands Inc is one of the leading players in fast food and pizza foodservice in India. The company single-handedly revolutionised the concept of fried chicken and pizza delivery in the country. Its brands KFC and Domino's are synonymous with fried food and pizza, respectively. The company plans to expand its presence and maintain its leadership with the help of continuous promotions, launches of more traditional flavours, along with innovative food items where use of traditional condiments i...

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