

# Zensho Co Ltd in Consumer Foodservice (Japan)

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## Abstracts

Zensho Group aims to be a world-leading foodservice player. The company seeks to achieve sales of ¥800.0 billion by 2020. In order to achieve this, the company prioritises realising a sustainable business model. The company continuously reviews its procurement system and enhances the Mass Merchandising (MMD) system, including adopting fair trade agreements with farmers from underdeveloped countries. The company may continue mergers and acquisitions activity and the further improvement of the...

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