

# Country Style Cooking Restaurant Chain Co., Ltd. - Strategy, SWOT and Corporate Finance Report

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## Abstracts

### SUMMARY

Country Style Cooking Restaurant Chain Co., Ltd. - Strategy, SWOT and Corporate Finance Report, is a source of comprehensive company data and information. The report covers the company's structure, operation, SWOT analysis, product and service offerings and corporate actions, providing a 360° view of the company.

### KEY FINDINGS

Detailed information on Country Style Cooking Restaurant Chain Co., Ltd. required for business and competitor intelligence needs

A study of the major internal and external factors affecting Country Style Cooking Restaurant Chain Co., Ltd. in the form of a SWOT analysis

An in-depth view of the business model of Country Style Cooking Restaurant Chain Co., Ltd. including a breakdown and examination of key business segments

Intelligence on Country Style Cooking Restaurant Chain Co., Ltd.'s mergers and acquisitions (MandA), strategic partnerships and alliances, capital raising, private equity transactions, and financial and legal advisors

News about Country Style Cooking Restaurant Chain Co., Ltd., such as business expansion, restructuring, and contract wins

Large number of easy-to-grasp charts and graphs that present important data and key trends

## REASONS TO BUY

Gain understanding of Country Style Cooking Restaurant Chain Co., Ltd. and the factors that influence its strategies.

Track strategic initiatives of the company and latest corporate news and actions.

Assess Country Style Cooking Restaurant Chain Co., Ltd. as a prospective partner, vendor or supplier.

Support sales activities by understanding your customers' businesses better.

Stay up to date on Country Style Cooking Restaurant Chain Co., Ltd.'s business structure, strategy and prospects.

## KEY HIGHLIGHTS

Country Style Cooking Restaurant Chain Co Ltd (CSC) is a quick service restaurant chain based in China. The company primarily offers a wide variety of Chinese cuisines to its customers including appetizers, desserts, entrees, beverages and other dishes. It also offers a wide variety of cuisines prepared in Sichuan style. The company operates majority of its restaurants in Chongqing and Sichuan provinces of China. It also operates restaurants at several other locations in Shaanxi, Hunan, Yunnan, Hubei and Guizhou provinces of China. The company operates its restaurants under the brands of CSC and M. Rice. CSC also offers coupons which can be redeemed across its stores. CSC is headquartered in Chongqing, China.

As part of expansion initiative, the company announced to open around 60 restaurants in China till the end of 2015.

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### COMPANIES MENTIONED

Country Style Cooking Restaurant Chain Co., Ltd.

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