

Coffee and Coffee Shops Chains

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Date: June 2013

Pages: 0

Price: US\$ 1,200.00 (Single User License)

ID: C55BD1B69C8EN

Abstracts

The study will be available in electronic form, after an order is received, within 6 days.

The examined coffee chain and coffee shops market is characterised by a small number of businesses dominating the market and managing powerful brands. In the last three years, coffee chains coming mainly from the peripheral regions of the country have shown particular growth.

This study was compiled by STOCHASIS Management Consultancy S.A. and aims to reflect the current state of the Coffee and coffee shop chains in Greece and to examine its prospects, while presenting information on the international market.

More specifically, the first five chapters of the study feature information on the Coffee and coffee shop chains, which refer to general characteristics, the institutional framework, the demand, the offer and the size of the industry. In the sixth chapter of the study we will present information on the relevant market internationally. Finally, we will present the conclusions and the prospects of the market, as well as an annex with selected financial indicators of major enterprises in 2009-2013.

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Financial ratios of the major coffee shop chains

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Types of financial indicators

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