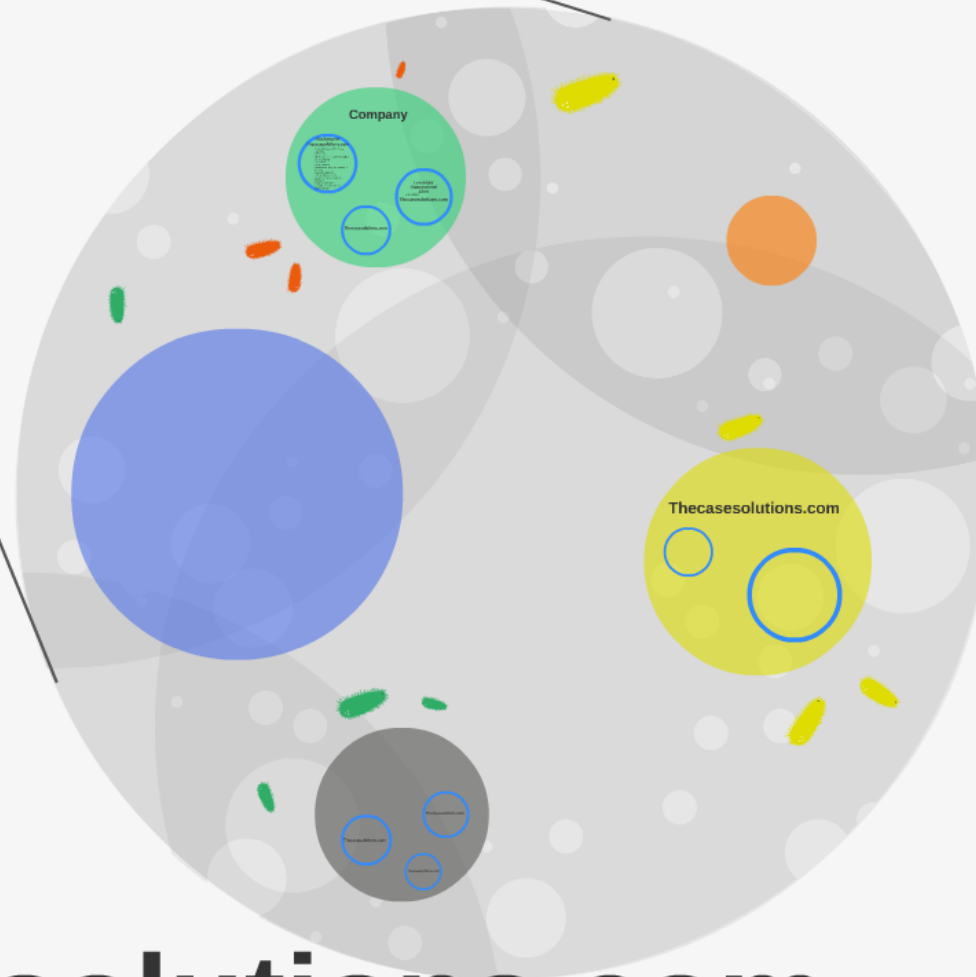
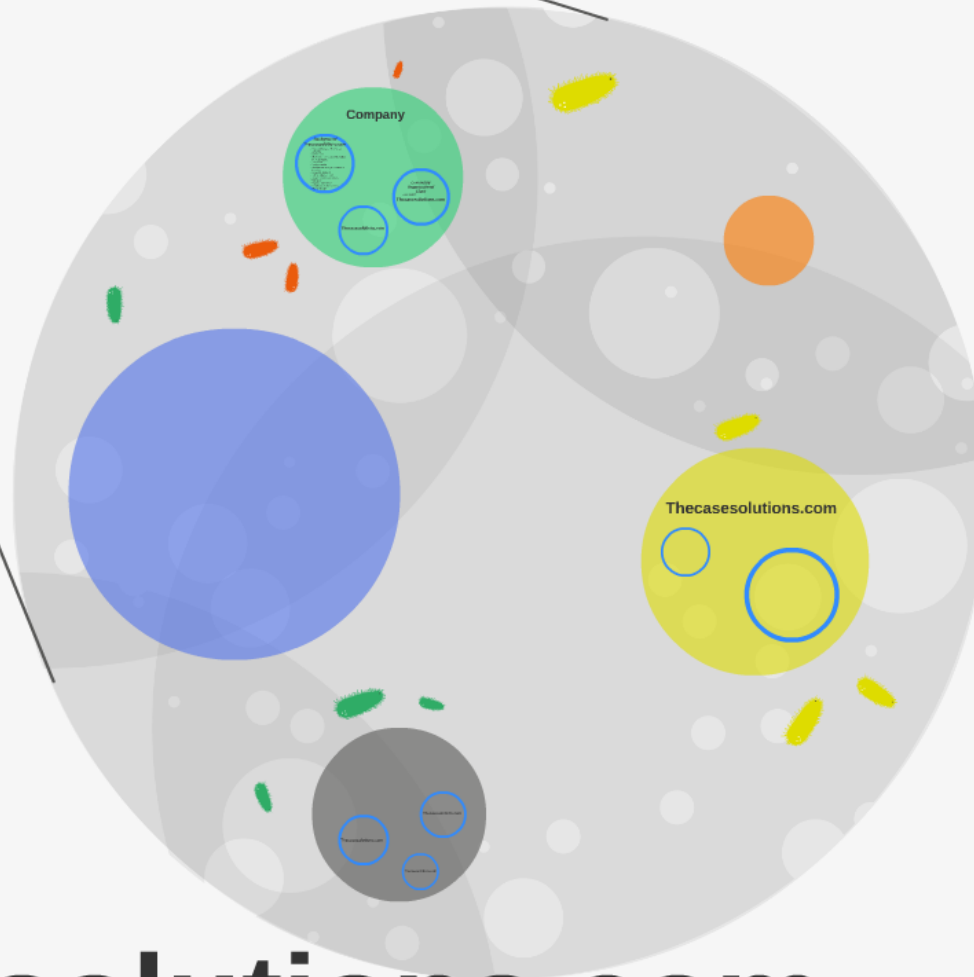


Saurer: The China Challenge (B)



Thecasesolutions.com

Saurer: The China Challenge (B)



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Background

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- Founder/Former CEO Howard Leventhal
- 3500 Cafes
- Mia Foster newly appointed CEO of the company
- Franchised
- Publicly traded
- Flexible marketing and menus in America
- Domestic demand
- High quality fast food
- Customer oriented policies
- Risk taker
- Organic ingredients
- Keeping up to date (CCO)
- Interior design

***Levendary
Organizational
Chart***

ADD CHART

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