
MARKET FACTS!

MARKET FACT #337

by Peterson Teixeira - CEO / Founder
www.peterson Teixeira.com

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2K

quick-service RESTAURANTS is what Toridoll Holdings hold. All across 28 countries and regions covering 21 brands.

DATE: September 9, 2024

COMMENT: Japan's newest billionaire – Takaya Awata – reached billionaire status with its fast-food success: [Maragume Seimen](#). Fighting McDonalds and KFC, the entrepreneur is doing well: [“Awata aspires to make it a \\$7 billion company by revenue in the next decade, and to get there, he wants to reduce Toridoll's dependence on domestic diners in a shrinking home market and focus on overseas expansion.”](#) [SOURCE: Forbes Newsletter, September 9, 2024](#). In Japan, the entrepreneur has to face over 4,000 stores from McDonalds / KFC.

A MESSAGE FOR BRANDS

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