



O'Briens snack on more success in new Asian markets

SANDWICH bar chain O'Briens is enjoying a great year in the UK, which is now home to almost 50% of the chain's 300 outlets.

Attendees at last week's MBA Association of Ireland event in WIT heard O'Briens CEO Fiacra Nagle tell of the group's recent successes in new markets such as Singapore, Thailand and Australia.

In November, the chain won the Irish Franchise Association 'Retail Franchise of the Year' award for the second time in three years. Mr Nagle won the 'Franchise Person of the Year' award also.

Tom Egan, MBA course director at WIT, commented: "These events are of great importance to us and form an integral part of our MBA course, both for graduates returning and the current class which has 45 participants — the largest we have ever had."

Sponsored by Inter-TradeIreland, this first MBA Association event of 2007 was a great success. Head of Graduate Business at WIT, Dr Denis Harrington, said the MBA Association's 2,000 members can look forward to an impressive calendar of events in this the organisation's 11th year.