

Alpha-Vet Kft in Pet Care (Hungary)

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Abstracts

The main strategy of Alpha-Vet Kft is set to focus on the expansion of its own distribution channel to cover the entire Hungarian territory with outlets of its AlphaZoo pet specialist retail chain. In order to achieve this, the company plans to open as many outlets as possible under its franchising system, with the goal of operating 100 AlphaZoo branded pet superstores and pet shops in Hungary over the longer term. The company is also aiming to be present in all major shopping centres and key...

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