

# Animal's Science G Vasilopoulos-D Pandos Unlimited Partnership in Pet Care (Greece)

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## Abstracts

The company's strategy is to boost sales and strengthen its position in dog and cat food. Amidst the recession, the company will focus on expanding sales via the non-store channel in order to overcome distribution barriers. Placing its brands in more points of sale will be another key target for the forecast period.

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