

Arken Zoo AB in Pet Care (Sweden)

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Abstracts

Arken Zoo is currently in an expansion phase, and in 2012 it had almost 80 outlets operated by individual franchisees throughout Sweden. Apart from expanding its outlet network, Arken Zoo is also expanding its service offerings. In 2011, Arken Zoo's owner Braganza established the veterinary clinic chain Vettris, which aims to offer veterinary services at the Arken Zoo outlets. In 2012, Arken Zoo also entered a cooperation agreement with the pet insurer Svealand Djurförsäkringar Ömsesidigt. With...

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Contents

Strategic Direction

Key Facts

Summary 1 Arken Zoo AB: Key Facts

Summary 2 Arken Zoo AB: Operational Indicators

Internet Strategy

Company Background

Chart 1 Arken Zoo AB: Arken Zoo in Stockholm

Private Label

Competitive Positioning

Summary 3 Arken Zoo AB: Competitive Position 2012

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