

# Avipar Lda in Pet Care (Portugal)

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## **Abstracts**

Avipar aims to maintain its leading position within bird food, small mammal/reptile food and other pet products over the forecast period. To achieve this goal, the player is expected to continue to develop a push strategy through an improvement in its relationship with grocery and non-grocery retailers.

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### Contents

Strategic Direction Key Facts Summary 1 Avipar Lda: Key Facts Company Background Production Competitive Positioning Summary 2 Avipar Lda: Competitive Position 2012



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