

Bentonit AD in Pet Care (Bulgaria)

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Abstracts

The overall financial difficulties of Bentonit AD are expected to have an impact on its position in pet care. The export orientation of the company under difficult and recessionary conditions in its main areas of operation will make it more difficult to compete in pet care. It is likely that Bentonit AD will fight to sustain its retail value share and position as the second largest company in pet products. Low prices will remain an important tool for the company to continue to compete and it is...

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