

Berner Oy in Pet Care (Finland)

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Abstracts

Berner concentrates on product innovation, excellent brand reputation and efficient marketing, which are its main competitive advantages within pet care. Its main strategy is expected to be marketing the Hill's and Oxbow ranges and by increasing the awareness of pet owners regarding the need for premium and specialised pet food in order to cater to the specific needs and health conditions of their pets.

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Contents

Strategic Direction

Key Facts

Summary 1 Berner Oy: Key Facts

Summary 2 Berner Oy: Operational Indicators

Competitive Positioning

Summary 3 Berner Oy: Competitive Position 2015

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