

Butcher's Pet Care Ltd in Pet Care (United Kingdom)

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Abstracts

Butcher's Pet Care will aim to ride out the recession in a continuation of its strategies over the last few years of the review period. It will be aided in this by its new partnership with Burgess Pet Care (signed in June 2011) and the opening of its new high-tech production line at a factory in Rugby costing £38 million. With this factory now operational, the company can process five million cans of dog food a week. Butcher's will thus aim to increase output even if at the expense of profit,...

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