

## Chrisco A/S in Pet Care (Denmark)

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### Abstracts

Chrisco will seek growth through the launch of value-added pet care. The company actively uses in-store displays in grocery retailers to promote its product range, a strategy which is likely to continue. Chrisco launched an internet retailing site over the review period. The ongoing development and growth of this site will also form part of the company's strategic direction going forward.

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## Contents

Strategic Direction

Key Facts

Summary 1 Chrisco A/S: Key Facts

Summary 2 Chrisco A/S: Operational Indicators

Competitive Positioning

Summary 3 Chrisco A/S: Competitive Position 2015

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