

Clinica Veterinaria Pet Center SAC in Pet Care (Peru)

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Abstracts

Until 2013, Clinica Veterinaria, the company behind the Pet Center retail chain, has been pursuing a strategy of opening new outlets, and since then it has sought to consolidate its position due to the deceleration of the Argentinean economy. Geographically, the company's outlet network is focused on upscale and middle-income districts of Lima as it seeks to meet a rising demand for pet-related services, especially premium pet food brands. Furthermore, it is expected that the company will progre...

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