

Cobasi Comércio de Produtos Básicos Ind Ltda in Pet Care (Brazil)

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Abstracts

Cobasi Comércio de Produtos Básicos continues to invest in the expansion of pet superstores to other regions of the country, as part of its strategy to gain market share. Besides its outlets in São Paulo and nearby cities, it has outlets in Rio de Janeiro. This expansion is supported by a new format introduced in 2013, Pet&Fácil. This smaller format focuses on neighbourhoods where there is no available space for a pet superstore.

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