

De IJsvogel Groep BV in Pet Care (Netherlands)

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Abstracts

De IJsvogel Groep plans to retain its leading position as a chained pet specialist store through further expansion of its Pets Place franchise formula. The company operates outlets under the Pets Place and Boerenbond brands and is looking to increase the number of outlets. Another important focus for the company is to further develop its online presence. It sees increased competition from major online retailers such as Zooplus and Bol.com which, like De IJsvogel Groep, offer a wide range of pet...

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