

Fressnapf Tiernahrungs GmbH in Pet Care (Germany)

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Abstracts

In 2016 and the years up to 2020, Fressnapf plans to maintain and strengthen its leading position as a pet specialist retailer and become a better specialist partner for pet owners in Germany. Part of its growth strategy is the continuous enhancement of its store network, with the constant improvement of outlets and its product portfolio. Fressnapf aims to present consumers with helpful solutions and ideas, and create a special shopping experience for them in-store as well as online. The...

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