

Grupo Pilar SA in Pet Care (Argentina)

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Abstracts

Grupo Pilar had just over 10 years experience in pet food in Argentina as at the end of the review period. The company is a division of Animal Nutrition of Cargill in Argentina. While the strategy of the company is to gain a position as one of the main pet care companies in the country, it will not become close to the achievements of multinationals given its low budget. Consequently, it will focus on becoming the largest domestic company in the country over the forecast period.

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