

Jardiland SAS in Pet Care (France)

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Abstracts

Jardiland celebrated its 30th anniversary in 2012 and has many ambitions for the short term. The retailer initially aims at expanding its presence in France by opening around 100 stores by 2015. The company has also become aware that its pet care activities - which accounted for 10% of its value sales in 2012 – are not well known among pet owners in France, a situation it plans to rectify via a communication strategy in 2013 to notably focus on its pet care. It also plans to further develop the...

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