

# Kaufland Romania SCS in Pet Care (Romania)

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## Abstracts

Kaufland Romania will continue to take advantage of the positive image that its consumers have of it by concentrating on diversifying its portfolio of products. Regarding pricing, more products are expected to be developed for the economy range, as opposed to mid-priced goods. Kaufland Romania was one of the most profitable retailers at the end of the review period, which was due to its affordable prices being in line with what customers were willing to pay for. As a result, Kaufland Romania is.

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