

Mars Deutschland GmbH in Pet Care (Germany)

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Abstracts

As the leading provider of pet food in Germany, and one of the major players in snack foods, Mars Deutschland benefits from a large and loyal customer base. In order to strengthen this bond, the company is set to constantly improve its processes and products to even better cater for consumers' needs. The modernisation and enhancement of production sites, increasing productivity and efficiency, and constant dialogue with potential customers are only a few examples of the company's efforts to...

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