

Mars Foods (China) Co Ltd in Pet Care (China)

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Abstracts

Mars Foods (China) will continue to make efforts to realise its vision of “creating a better world for pets”, by, for example, cooperating closely with key industry leaders in animal welfare in China. This forms part of an attempt to enhance pet care consciousness among the average consumer. Moreover, the company aims to further promote its sales in internet retailing, pet shops and veterinary clinics, in addition to its existing mainstream channels, supermarkets and hypermarkets.

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Contents

Strategic Direction

Key Facts

Summary 1 Mars Foods (China) Co Ltd: Key Facts

Competitive Positioning

Summary 2 Mars Foods (China) Co Ltd: Competitive Position 2016

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