

# Mars Italia SpA in Pet Care (Italy)

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## Abstracts

The company's strategy is expected to be product innovation in the premium segment through mass advertising campaigns. Large financial resources and high activity in terms of innovation should help Mars Italia to maintain its position over the forecast period. The Waltham centre for pet nutrition is the company's worldwide research centre that supports Mars Italia Spa in formulating its products, with a focus on 360° pet health and wellness.

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## Contents

Strategic Direction

Key Facts

Summary 1 McDonald's France SA: Key Facts

Summary 2 McDonald's France SA: Operational Indicators

Company Background

Suppliers

Competitive Positioning

Summary 3 McDonald's France SA: Competitive Position 2012

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