

Mars Romania SRL in Pet Care (Romania)

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Abstracts

Mars Romania is expecting increased competition from local players, which is why plans include the development of the company's product portfolio through strategic partnerships, as well as investment in marketing campaigns. The communications strategy for its pet products aims to stress the differentiation of its products and let consumers know what is more beneficial for their pets. Consumer education will drive company's sales as more customers are expected to look for products that target.

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