

Molly's Pet Shop in Pet Care (South Korea)

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Abstracts

The Molly's Pet Shop brand represents a new format of specialist pet shop; it is a multiplex space for pets and owners in South Korea. Operating not only as a retailer for pet products, but also as a pet hotel, pet café and offering a pet social education programme. The company aims to provide an integrated pet service for pet owners, leveraging the pet care culture in South Korea. A total of 21 Molly's Pet Shop outlets were opened during 2013 and, being the first multiplex format, it is...

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