

Musti ja Mirri Oy in Pet Care (Finland)

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Date: May 2017

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: M725BC3E8AAEN

Abstracts

Musti ja Mirri is a rapidly growing and leading domestic pet food and pet products retail chain in Finland. The company strives for steady growth, both by increasing sales in its existing outlets and by opening new outlets, as well as through operating an online store, providing one of the largest selections of pet care products in Finland. Most of the new Musti ja Mirri outlets are operated by franchisees. The company uses other tactics too, and in 2015, it purchased its competitor PetenKoirant...

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