

Nestlé Perú SA in Pet Care (Peru)

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Abstracts

Its main goal is to capture customers that currently feed their pets with home-made food, because this is where the larger proportion of potential sales is, creating the possibility of expansion. Nestlé Perú is orientated towards offering value-added products through constant innovation, in both the standard and premium segments. In addition, it has very strong distribution in Lima and the countryside, which occurs through its own distribution network as well as other fleets. Nestlé Perú is owne...

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