

Nestlé Romania SRL in Pet Care (Romania)

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Abstracts

Nestlé Romania's main objective is to maintain its position at the top of the Romanian pet care environment. Nestlé Romania will continue to focus on providing a good price/quality ratio for its products as investments will continue to strengthen its communications strategy and the development of pet products. The main advantage for Nestlé Romania is the excellent appreciation of consumers for its products. As quality is regarded as an important factor for highly educated consumers, constant adv...

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