

Olivers Petfood A/S in Pet Care (Denmark)

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Abstracts

Olivers Petfood follows a strategy of selling super premium dog and cat food, pet dietary supplements and accessories directly to consumers through the internet. The company benefits from pet owners' increasing focus on animal welfare and the growing popularity of the internet as a retail channel. Its subscription scheme allows consumers to have pet food automatically delivered to their front door at regular intervals. This is perceived as a very convenient way of buying pet food.

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