

# Perfect Companion Co Ltd in Pet Care (Thailand)

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Date: January 2015

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: PB04EC1EDDAEN

## Abstracts

Perfect Companion Co is expected to explore introducing premium dog and cat food brands in the early part of the forecast period to capture consumers' growing interest in this category for perceived better product benefits and quality. It is also likely to invest in stronger marketing efforts for its Smart Heart dog treats, as consumers were increasingly keen on this product to pamper their dogs.

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**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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## Contents

Strategic Direction

Key Facts

Summary 1 Perfect Companion Co Ltd: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 Perfect Companion Co Ltd: Competitive Position 2013

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