

Pet Buy Ltd in Pet Care (Israel)

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Abstracts

Pet Buy is the largest pet shop chain in Israel in terms of outlets, with 16 branches in 2015. Pet Buy focuses on personal engagement with its customers and their pets. To encourage customer loyalty, Pet Buy instituted its technologically personalised “Pet Buy Club Member” card. The company owns a large number of small outlets in city centres, and it is expected to continue operating in this way. Pet Buy’s private label brand Nutram is imported in collaboration with Israel’s largest pet...

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