

Pet Product SRL in Pet Care (Romania)

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Abstracts

Pet Product SRL owns the largest pet shop network in Romania, Animax pet shops. The chain's strategy is to have a presence in cities with more than 100,000 inhabitants, with approximately 100 sq m compact stores in popular commercial spaces, including hypermarkets. It reached 66 stores in early 2017, from 48 in 2014. The company also experiments with ways to diversify its business, opening a 650 sq m concept store and a pet clinic with a pet spa in 2013. This is part of the company's long-term s...

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