

Pet Retail OOO in Pet Care (Russia)

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Abstracts

Pet Retail operates Russia's leading pet shops chain, Bethowen. The company demonstrates a consistent tendency towards expansion and differentiates itself from competitors by emphasising the quality and expertise of its staff. Thus, the company's motto is "Come yourself and bring your pet", which is supposed to demonstrate that the retailer's employees are aware which products are best suited to the given pet and can be professional advisers on the matters of pet nutrition, healthcare and the wh...

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