

Petmania Ltd in Pet Care (Ireland)

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Abstracts

Petmania is expected to maintain its position as a strong retailer of pet care products in Ireland. The company is likely to maintain a strong physical presence through its outlets, in which it offers a wide selection of pet products, as well as grooming services. It is likely to continue a two-pronged approach to its retailing strategy. On the one hand, it will maintain a strong bricks-and-mortar presence, banking on the increasing sales in pet shops and superstores. On the other hand, it is ex...

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