

# Pets' Station Holding Pte Ltd in Pet Care (Singapore)

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Date: October 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: PC3F994C253EN

## **Abstracts**

Over the forecast period, Pets' Station Holding Pte Ltd is expected to expand its selection of pet food and other pet-related products, to bring in more exclusive brands in order to cater to the needs and preferences of local consumers. In addition, the company is likely to maintain a competitive pricing policy and step-up its marketing efforts to enhance brand equity and recognition amid intense competition from other pet shops.

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

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