

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

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## 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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