

PJ's Pets in Pet Care (Canada)

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Abstracts

Over the forecast period, PJ's Pets will attempt to draw more customers into its outlets by widening its product assortments in several pet care categories, while also working to improve the quality of its customer services. At the same time, it will seek to strengthen brand-awareness and loyalty by increasing its support for pet adoption services and other animal welfare initiatives in Canada. Most notably, pet adoption agencies will be given space inside PJ's Pets outlets to educate people...

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