

Qualipet AG in Pet Care (Switzerland)

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Abstracts

In order to strengthen its position as the leading pet superstore chain in Switzerland, Qualipet plans to continue its outlet expansion but restrict this to premium locations such as shopping centres, where the footfall is high. The selling space in each new outlet will be large in order to house a broader product range including live pets. The company also intends to focus on its private label products, which it hopes to expand in the forecast period.

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