

Rolf C Hagen (Sea) Sdn Bhd in Pet Care (Malaysia)

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Abstracts

Over the forecast period, Rolf C Hagen (Sea) Sdn Bhd will still focus on expanding its product selection, which ranges from pet food to pet products. As the pet humanisation trend is increasing in popularity, the company is focusing more on product diversification and specification in order to cater to ever-changing consumer needs.

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