

Royal Canin Finland Oy in Pet Care (Finland)

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Date: October 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: R1477D7E860EN

Abstracts

Royal Canin Finland has a strong foothold in premium dog and cat food with its well-established Royal Canin brand. With active marketing and innovative new product launches the company strives to remain the leader in the category and further strengthen its position. Ongoing increased interest in premium dog and cat food is expected to further boost the sales of the company.

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Contents

Strategic Direction

Key Facts

Summary 1 Royal Canin Finland Oy: Key Facts

Summary 2 Royal Canin Finland Oy: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 Royal Canin Finland Oy: Competitive Position 2012

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