

Tropikal Bahçe ve Evcil Hayvan Ürünleri AS in Pet Care (Turkey)

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Abstracts

Tropikal Bahçe ve Evcil Hayvan Ürünleri aims to recover from its recent share decline, which was caused by financial and distributional problems. To this end, the company will concentrate on the marketing of its Champion and Goody brands within dog and cat food.

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