

# Uni-President Enterprises Corp in Pet Care (Taiwan)

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Date: May 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: U737AAE97F6EN

## Abstracts

Significant growth potential in pet food will ensure Uni-President Enterprises Corp retains its position in pet care for the foreseeable future. The company, however, is likely to face growing pressure to address pet owners' needs beyond low price. Unlike Fwusow, the company is unlikely to introduce a new brand which requires a long period to become established in an already competitive area. A sub-brand that is dedicated to better quality and health benefits for the pets while offering good val...

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