

Universal Robina Corp in Pet Care (Philippines)

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Abstracts

Over the review period, the agribusiness unit of Universal Robina Corp has continued to improve the distribution of its Bow Wow brand of dog food through its exclusive partnerships with Handyman Philippines; however, the company appears to be less interested in further marketing efforts for the brand and may likely continue to leave the retailer to carry out promotional activities for its brand. This may be due to the numerous business interests that the company is involved in, especially...

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