

# Zoo Castilla SL in Pet Care (Spain)

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## Abstracts

Zoo Castilla is still concentrating on consolidating its leading position within pet superstores. To achieve this goal the company will continue investing in ways to improve the customer experience and customer loyalty. Over the coming years it will need to become more active in terms of its promotions in order to compete with the new pet superstores such as Kiwoko, Tiendaanimal and Frida & Fred.

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