

Zoo Dino EOOD in Pet Care (Bulgaria)

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Date: August 2015

Pages: 3

Price: US\$ 572.00 (Single User License)

ID: Z8C715775C7EN

Abstracts

Zoo Dino is expected to see a strong performance in the forecast period. The company effectively gained a first-mover advantage in pet superstores by opening Bulgaria's largest pet store during the review period. The company's offer of veterinary clinics and free specialist sales advice at ZooCenter outlets will also enable it to grow sales in the forecast period, with the chain having an increasingly strong influence on consumer purchasing patterns. In the forecast period, the company is...

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