The Business Case for Integrated Reporting: Insights from Leading Practitioners, Regulators, and Academics

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Business Case - Marketeer Veterinary Activity

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1. Product range
2. Actual Situation
3. Findings
4. Action Plan
5. Conclusion
Cats & Dogs
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Royal Canin: Vet Care Nutrition

17 products for every phase in a cat's life

- Before birth - Reproduction (1)
- Right after birth - Growth (4)
- Adolescent cats (sterilized/castrated) (5)
- Adult (1)
- Last part of the life cycle - Senior (6)
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Royal Canin: Feline Breed nutrition

9 products for 7 feline breeds
Caseism.com

Royal Canin: Veterinary Diet

27 products related to a specific health situation

- Stress Management (1)
- Weight Management - Obesity (3)
- Diabetis (2)
- Mobility (1)
- Food intolerance (3)
- Dental Care (1)
- Gastro-intestinal disorders (5)
- Renal insufficiency (3)
- Liver disease (1)
- Urinary problems (4)
- Recovery (3)
Royal Canin: Vet Care Nutrition

17 products for every phase in a dog's life
- Right after birth (intact dogs) - Growth (5)
- Right after birth (sterilized dogs) - Growth (2)
- Adult dogs - Normal weight (5)
- Adult dogs - Obesity (3)
- Last part of the life cycle - Senior dogs (4)
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Royal Canin: Nutritional Supplement

4 products
• Reward
• Energy
• Dental hygiene