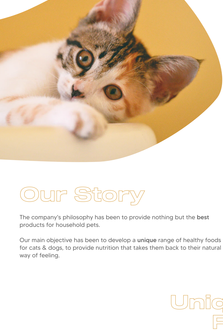
Petnutrition House Ltd.

Prince & Princess

Simply the best for your pet.

Our Mission

Our **mission** is to stand proud in respecting that pets deserve a holistic & healthy lifestyle through quality, nutrition & care.



Our Story

The company's philosophy has been to provide nothing but the **best** products for household pets.

Our main objective has been to develop a **unique** range of healthy foods for cats & dogs, to provide nutrition that takes them back to their natural way of feeding.

Unique Selling Proposition

The **only** Maltese company specialized in pet food sold internationally spread over 49 countries across different continents. **PetNutrition** is focused on selling **high quality** pet products such as food, snacks, supplements and accessories under the **Prince** and **Princess** brands.

- **2011** – Importing Litter
- **2012** – Started taking part in International Shows.
- **2013** – Tapped first pet food markets.
- **2014** – Introduced new european markets.
- **2015** – Tapping Asia + Middle East.
- **2016** – New international sales reps.
- **2017** – Initial planning for factory.
- **2018** – re-branding.
- **2019** – Expansion in the African market.
- **2020** – Setting new standards.

At the helm of the company, one may find **Matthew Wismayer**, a pet nutritionist who creates all the formulas for all pet food products of the **Prince** & **Princess** brands, thus ensuring that all manufactured pet food is filled with mono **proteins**, avoiding any artificial additives and colorants. All formulas compromise of high quality meats, which are honest and transparent.

Current Markets in countries

- Europe
- Asia
- East Europe
- Middle East
- Africa
- Central America

58 countries in total.

Structure & Operations

The company structure is focused on 6 main functioning **departments**: Administration, Marketing & Sales, Exports, Purchasing, Accounts & Stores.

Family business that employs a total of 22 employees.

Markets & Distribution

The company **focuses** on both local and export markets. It's distribution method is divided into 2 main channels: Malta Distribution vs Direct Distribution through triangulation. The main aim of the company is to **increase** it's overall market share and also obtain an exceptional standard in distribution.

Company Goals & Competition

The main company **goal** is to increase share and volume of trade. The company knows that it has various external factors acting upon it, that may lead to a certain level of **risk** to conduct their daily duties to achieve their KPI's. These **risks** are all based on 4 main factors; Political, Economical, Social Cultural & Technological.

To reduce the risk of competition in the market, **PetNutrition** works vigorously to innovate and be at the forefront of the evolving pet market. The company also **ensures** that it's supply chain have strong ties, to offer the **best** quality products, and have them available on-demand. We stand out from our competitors as we **efficiently** deliver our products to our customers at the best price possible. We practice our marketing tools by using different product visuals in order to better explain and understand the client, while using different printing material to further **improve** our brand.

Marketing Access

We strive to turn barriers into **opportunities**. Trade Wars imposed by China on the U.S have created a filter, and as a European company we have **exposed** and managed to enter the market in recent years.

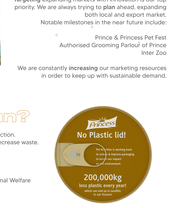
Through our international export team, we make sure to **adapt** to new Governmental Legislations and find ways to penetrate new markets, understanding cultural traits and requirements of different countries.

The role of innovation

Innovation is an essential part for the company, as we try and **increase** both share's and volume when trading. Using our **Digital & Product Designer**, in the marketing department, we thrive to deliver **innovative** packaging and unique products for our customers.

The company has created **innovative** products that premiered under the name of **Prince & Princess**, such as:

- Hemp Seed Powder in dry food.
- Paleo Soups for cats.
- Cakes for pets. (Pandoro, Panettone, Muffins)
- Natural B.A.R.F Snacks.
- Complete Meals for cats.
- Glazed croquettes kibble.



Targeting expanding markets with innovation is our top priority. We are always trying to **plan** ahead, expanding both local and export market.
Notable milestones in the near future include:

- Prince & Princess Pet Fest
- Authorised Grooming Parlour of Prince
- Inter Zoo

We are constantly **increasing** our marketing resources in order to keep up with sustainable demand.

..whats the plan?

- Finalize the Factory Project to increase efficiency and production.
- Standardisation in order to properly use our expense and decrease waste.
- Increase sales and profits, using growth in market share.
- Increase the African and American markets.
- Increase our eco-friendly approach.

Helping others is important to us, that is why we **support** Animal Welfare helping animal charities in times of need.

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