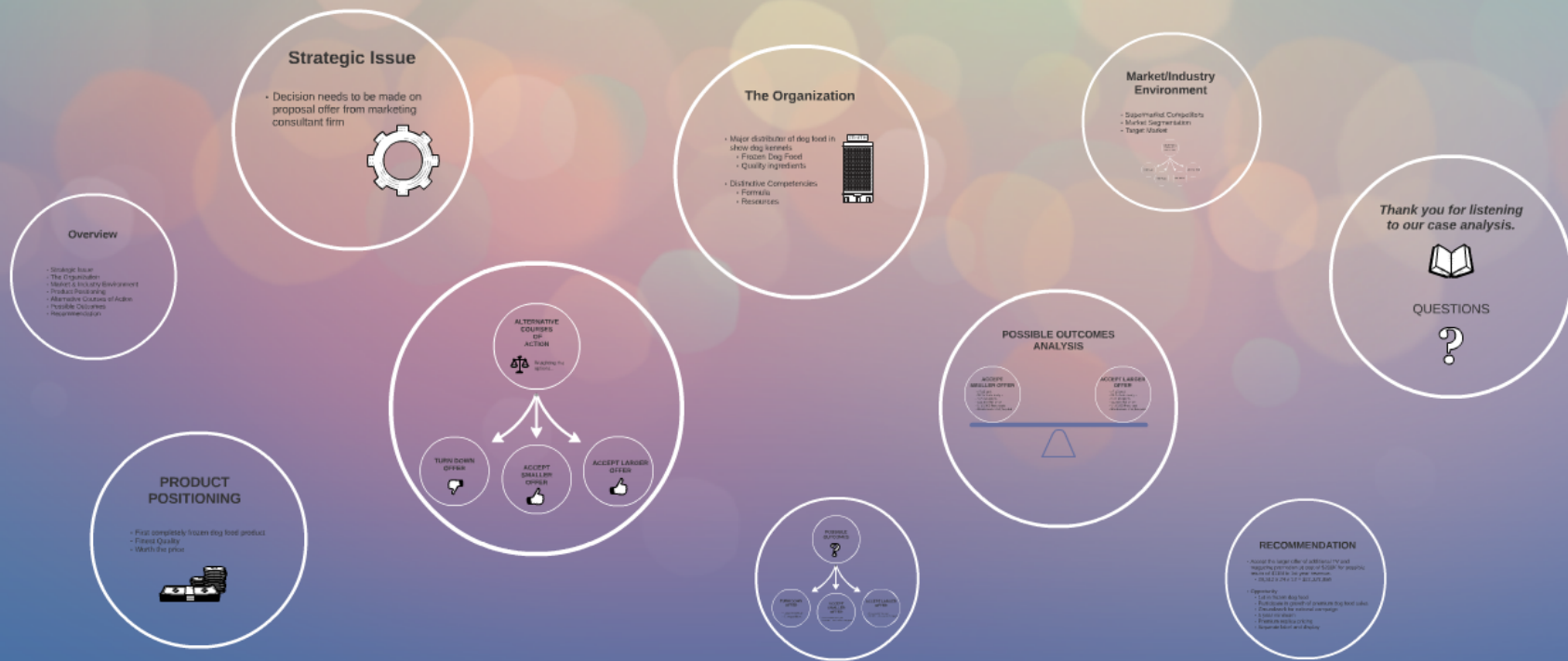


Greg Mazur and the Purchase of Great Eastern Premium Pet foods

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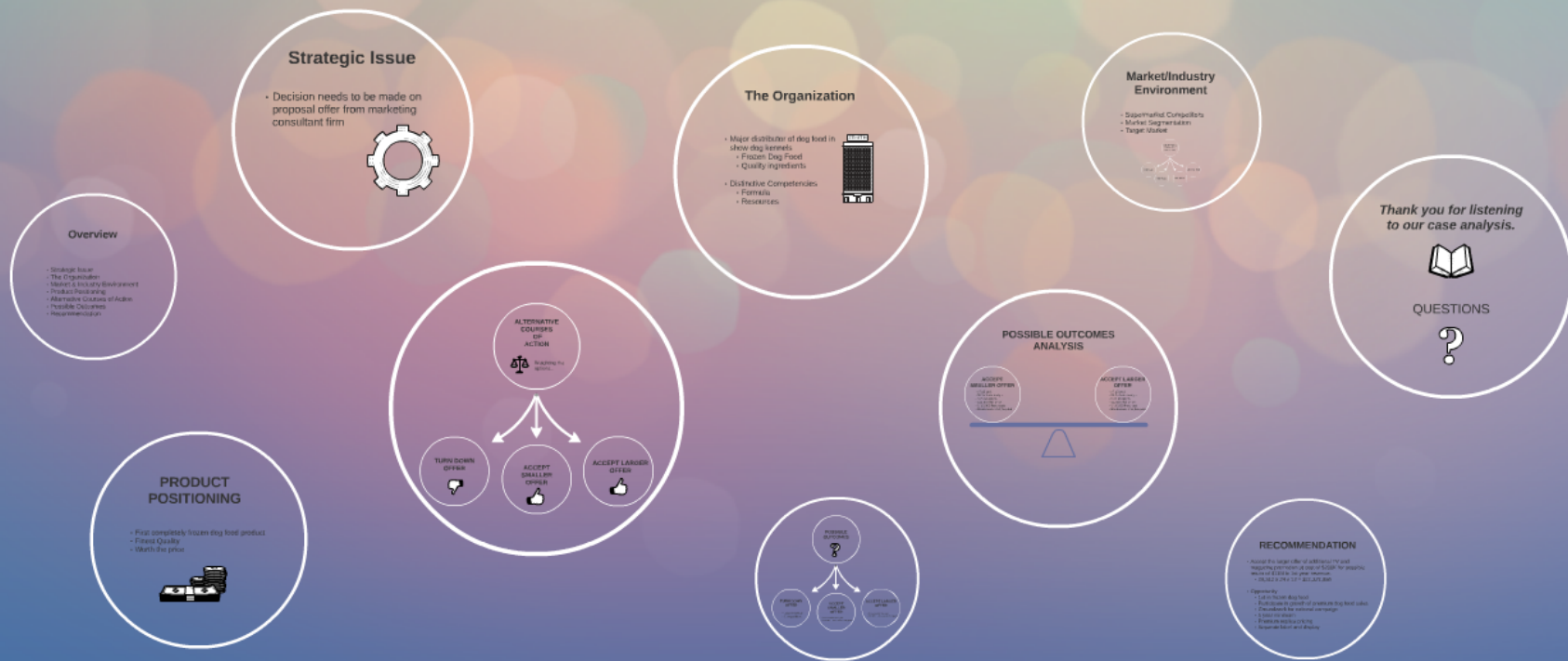
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Strategic Issue

- Decision needs to be made on proposal offer from marketing consultant firm



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Overview

- Strategic Issue
- The Organization
- Market & Industry Environment
- Product Positioning
- Alternative Courses of Action
- Possible Outcomes
- Recommendation