



Poland

Population 2008	38.1 mio
Area	313 000 km²
Rate of inflation 2008	4.2%
Rate of unemployment 2008	7.1%
GDP 2008	€ 365.8 bn
Real change to GDP 2008	5.4%
GDP per capita 2008	€ 9 600

Zoo Natura

Zoo Natura Sp. z o.o.

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Type of organization: Chain Franchise Cooperative

Owned by: Justyna Koszowska (President)

Managing director: Maja Majewska (General manager)

Buying director:

Sales director:

	12/08	12/07		12/08	12/07
Number of pet stores: (or pet departments)	12		Total sales area:	3 770 m ²	

Profile of sales areas:	140 - 1 100 m ²	Average sales area:	314 m ²
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	12/08	12/07		12/08	12/07
Number of other stores: (DIY and garden centres)			Total sales area:		

Profile of sales areas:	Average sales area:
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Net turnover 2008:
(Pet/Garden/DIY)
Average turnover per m²:

Product ranges and percentage share of turnover:	<input checked="" type="checkbox"/> Live animals	10%	<input checked="" type="checkbox"/> Aquatics	25%
	<input checked="" type="checkbox"/> Pet food	25%	<input checked="" type="checkbox"/> Angling	1%
	<input checked="" type="checkbox"/> Pet accessories	10%	<input checked="" type="checkbox"/> Equestrian	
	<input checked="" type="checkbox"/> Hygiene & care	5%	<input checked="" type="checkbox"/> Gardening	
	<input checked="" type="checkbox"/> Terrariums	1%	<input checked="" type="checkbox"/> Other	23%

Planned new openings 2009: Wloclawek (9/09), Rzeszow (11/09)

Other store types operated by parent company:

Activities in other countries:

Other: All shops are located in shopping centres.