

# Murry Tawil Abadi

Maskota



“ I saw an opportunity to standardize the pet industry in Mexico. ”

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| <b>COUNTRY</b>       | Mexico   |
| <b>INDUSTRY</b>      | Consumer   |
| <b>EMPLOYEES</b>     | 1,750  |
| <b>YEAR SELECTED</b> | 2009   |
| <b>PARTNER</b>       | Isaac Tawil  |
| <b>WEBSITE</b>       | <a href="http://www.maskota.com.mx">www.maskota.com.mx</a> |

## COMPANY SNAPSHOT

Brothers Murry and Isaac founded Maskota as a one-stop shop for pets as well as pet food, accessories and services in Mexico. Combining their backgrounds in retail and IT, they have built a unique shopping experience whereby customers can interact and bond with their potential pets. Each of Maskota's 120+ stores is built on easily replicable operational standards for hygiene and animal care, which has brought a new level of professionalism and humanity to an otherwise informal sector. Maskota is setting the bar as the Mexican government begins to develop and enforce similar standards for the rest of the pet industry.

## ENDEAVOR AND MASKOTA

Endeavor Mexico recently created a strong advisory board for the Entrepreneurs, which is advising on the company's organizational structure and helping it with its board of directors.

Murry and Isaac remain strong ambassadors for Endeavor, regularly speaking about the organization in the media.