

# A&D Pharma Holdings SRL in Consumer Health (Romania)

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## Abstracts

A&D Pharma is the largest and most dynamic pharmaceutical group in Romania. It will continue to be the leader in health and beauty specialist retailers due to its widespread outlet coverage, as well as strong brand communication to consumers. The company will continue to direct its efforts towards improving the quality of its services with a strong emphasis on consumer loyalty and interaction with the client. Competitive positions in the market will be strengthened by an increasing number of...

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## Contents

Strategic Direction

Key Facts

    Summary 1 A&D Pharma Holdings SRL: Key Facts

    Summary 2 A&D Pharma Holdings SRL: Operational Indicators

Company Background

Production

Competitive Positioning

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