

Al Nahdi Medical Co in Retailing (Saudi Arabia)

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Abstracts

Al Nahdi Medical seeks to become the leading supplier of pharmaceutical as well as general healthcare products in the country through aggressive geographic expansion. It also seeks to increase awareness amongst the general public about health and illnesses through various channels. In addition, the company is slowly venturing into parapharmacies through the introduction of beauty sections in some of its outlets, which it plans to expand in the forecast period.

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