

Alkaloid AD Skopje in Consumer Health (Macedonia)

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Abstracts

In 2016, Alkaloid AD Skopje remained the leading consumer health company in Macedonia. Over the forecast period it will continue to invest in the modernisation of its production facilities as well as increase its marketing and export activities. The company is seeking to improve its position in both the consumer health and beauty and personal care markets in Macedonia and other countries in the Balkan region. Within consumer health, Alkaloid AD Skopje's strategic goal is to expand its portfolio...

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