

AS Watson Group in Consumer Health (Taiwan)

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Abstracts

AS Watson Group has remained the leading drugstore and continues to be a highly regarded brand amongst Taiwanese consumers. Facing restrictions of operating in a mature market, the group is likely to further enhance the appeal of its stores to create a better shopping environment..

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Contents

Strategic Direction Key Facts Summary 1 AS Watson Group: Operational Indicators Company Background Production Competitive Positioning Summary 2 AS Watson Group: Competitive Position 2013



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