

Benu Zrt in Retailing (Hungary)

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Abstracts

Benu is to break conventions, lead innovation within pharmaceutical retailing and give maximum support to its franchise partners. A dynamic, light look and modern in-store settings with a strong private label presence in its stores is to offer a unique shopping experience in a traditional retailing channel, namely chemists/pharmacists. The recruitment programme to join more franchise partners and increase coverage is highly critical to grow sales, but improvements in the in-store shopping...

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