

Borschahivsky KhFZ NVTs ZAT in Consumer Health (Ukraine)

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Abstracts

Borschahivsky will be a competitive domestic player in consumer health in Ukraine over the forecast period, considering its priorities are goal-orientated and far-reaching. As an innovative company with its own scientific centre, it will invest in technological modernisation and upgrade its assortments with good-quality products in all price segments to meet diverse consumer needs. Borschahivsky will be particularly competitive in the short term when price-sensitive Ukrainians will seek more...

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