

Ceska lekarna as in Retailing (Czech Republic)

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Abstracts

The company plans to continue to expand dynamically in the Czech Republic over the forecast period and to open approximately 30-40 Dr Max outlets per year. This expansion will be accomplished through the acquisition of existing outlets of various independent retailers as well as through opening completely new stores. The company also plans to continue to broaden its private label product range. As well as OTC products, the company also plans to start offering prescription-only medicines under...

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