

Cooper Pharma in Consumer Health (Morocco)

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Abstracts

Cooper Pharma is expected to continue working towards the goal of increasing its presence within OTC in Morocco. The Moroccan government's efforts to increase health-consciousness can be expected to encourage consumers towards self-medication. This is likely to represent an opportunity for Cooper Pharma to continue improving its sales channels to make its products available at all times everywhere in Morocco.

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Contents

Strategic Direction

Key Facts

Summary 1 Cooper Pharma: Key Facts

Competitive Positioning

Summary 2 Cooper Pharma: Competitive Position 2016

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