

Cooperativa de Pequeños Droguistas Ltda in Consumer Health (Colombia)

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Abstracts

By integrating the same technology across its affiliates, Cooperativa de Pequeños Droguistas Ltda (Copidrogas) seeks to improve not only its processes, but also its inventory management and reduce order response times and back orders in order to enhance distribution effectiveness all around the country. Copidrogas expects to cover all points of sale with its new technology and soon recover the investment by increased sales. Copidrogas is reaching enough economies of scale and sales momentum to...

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