

Dong Wha Pharmaceutical Industrial Co Ltd in Consumer Health (South Korea)

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Abstracts

As the company's net sales are declining, Dong Wha Pharmaceutical Industrial Co Ltd intends to expand its business focus over the forecast period. To this end, the company appointed a new CEO, Hee-soo Oh, in October 2015. The previous strategy of the company was centred on acquiring licences from international companies, with limited focus on internal product development. However, since Mr Oh has experience in OTC, the company will focus on research and development to enter new categories and...

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