

# DOZ SA in Retailing (Poland)

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## Abstracts

The strategic objective of DOZ SA for 2015 is to increase revenues and improve profitability. The company will also focus on optimizing the pharmacy supply costs due to investments made in 2014. DOZ SA will continue to develop the franchise, as the second most important pillar of network DOZ development. The sales within e-commerce will be further developed. All plans and actions of the company will be focused around a mission: 'Customer in focus'.

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