

Etos BV in Tissue and Hygiene (Netherlands)

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Abstracts

Drugstores/parapharmacies is a very competitive channel in the Netherlands. Etos will therefore be very aware of making further cost reductions in order to remain price-competitive. However, price will not be the only factor. Creating and maintaining customer loyalty is another major strategic focus for Etos. Making Etos the favourite drugstore/parapharmacy in which to shop will be a major target for Etos in the years to come. The further broadening and development of the Etos product range...

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