

Farmacias Cruz Verde SA in Retailing (Chile)

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Date: March 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: F332FCEFEAFEN

Abstracts

Farmacias Cruz Verde has taken substantive definitions in its business strategy. Contrary to the prevailing trend of focussing on opening spaces aimed at beauty products, the company will deepen its focus on health. On this basis, the bet is to differentiate from its competitors by providing an efficient and improved service level. However, to increase the number of outlets is also part of the company's strategy. Farmacias Cruz Verde is expected to open between 38 and 40 new stores over 2013.

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