

Farmacias Similares SA de CV in Consumer Health (Mexico)

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Date: September 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: F823E3F7F22EN

Abstracts

Under the slogan “Lo mismo pero más barato” (“The same but cheaper”) Farmacias Similares is expected to continue focusing on strengthening its portfolio of low-priced generic drugs, mainly targeting low-income segments of the population with a wide product offering and continuous promotions.

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