

# Farmatodo CA in Tissue and Hygiene (Venezuela)

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## Abstracts

Farmatodo is a local retailer which focuses on consolidating its leadership in drugstores/parapharmacies. This company is a pioneer of the concept of self-service pharmacies in Venezuela. The chain will continue to open new stores in less exploited cities and introduce frequent innovations to its target customers. The company is also working on developing additional products under its private label as a way to offer affordable items whilst increasing its profitability. At the same time, the...

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## Contents

Strategic Direction

Key Facts

Summary 1 Farmatodo CA: Key Facts

Internet Strategy

Company Background

Private Label

Summary 2 Farmatodo CA: Private Label Portfolio

Competitive Positioning

Summary 3 Farmatodo CA: Competitive Position 2014

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