

Ferrosan A/S in Consumer Health (Denmark)

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Date: April 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: F435B7F5941EN

Abstracts

Ferrosan produces and markets a number of brands within multivitamins and minerals, probiotics, fish oils and more. Growth through constant geographic expansion and concentration on core values and competencies are the cornerstones in Ferrosan's strategic direction. In Denmark, the company is expected to concentrate on the development of its most renowned brands, such as Multi-Tabs. Furthermore, widening the distribution of these strong brands through additional channels, such as grocery...

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Contents

Strategic Direction

Key Facts

Summary 1 Ferrosan A/S: Key Facts

Summary 2 Ferrosan A/S: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 Ferrosan A/S: Competitive Position 2012

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